

Electrical Merchandising

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APRIL, 1931

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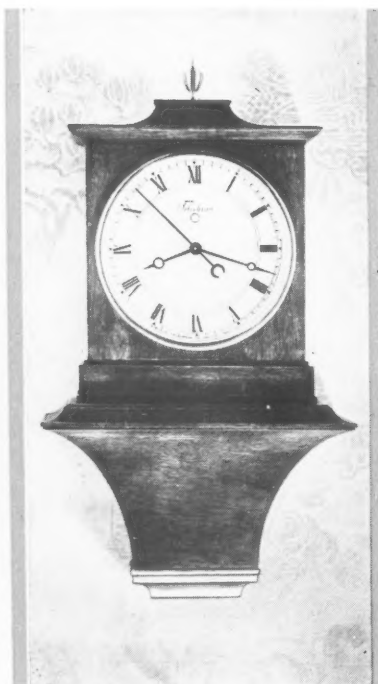
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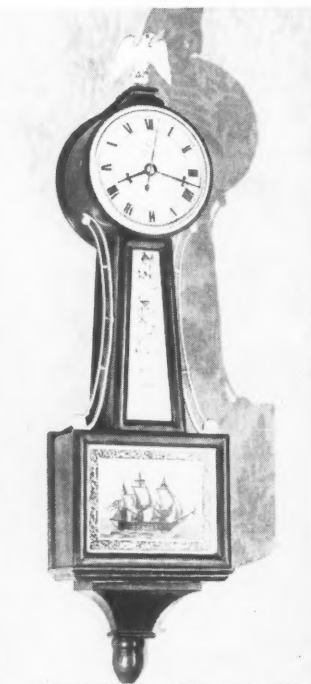
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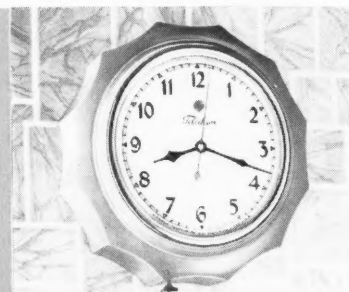
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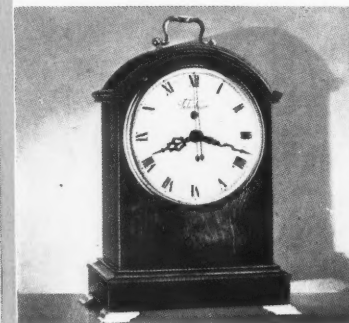
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Name _____

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Electrical Merchandising

VOL. 45

No. 4

Contents for April, 1931

Copyright, 1931, by McGraw-Hill Publishing Company, Inc.

To the Dealers	by L. E. Moffatt	39
Earning an Electrical Kitchen.....	by Mrs. Ralph Borsodi	40
They Sell Themselves	by Laurence Wray	44
Business That Comes to the Door.....	by Clotilde Grunsky	46
The Power Companies Collect		49
3,000 Table Appliances in One Month.....	by P. E. McChesney	50
Heating Appliances		52
Lighting		54
Washing Machines		56
Home Service		57
Vacuum Cleaners		58
Radio		59
Ranges		62
Refrigeration		60
Profit on the Farm		63
It's the Same Old Cow		70
Stony Hollow Buys—other Letters		71
New Merchandise		72
Dealer Helps		78
Light, Inc.		79
Electrical Men in the Month's News		82
Refrigeration		83

L. E. MOFFATT

Editor

O. H. CALDWELL, Contributing Editor
 EARL WHITEHORNE, Contributing Editor
 LAURENCE WRAY, Assistant Editor
 FLORENCE R. CLAUS, Home Appliance Editor
 HARRY PHILLIPS, Art Director
 CLOTILDE GRUNSKY, Pacific Coast Editor
 San Francisco

M. E. HERRING, Publishing Director

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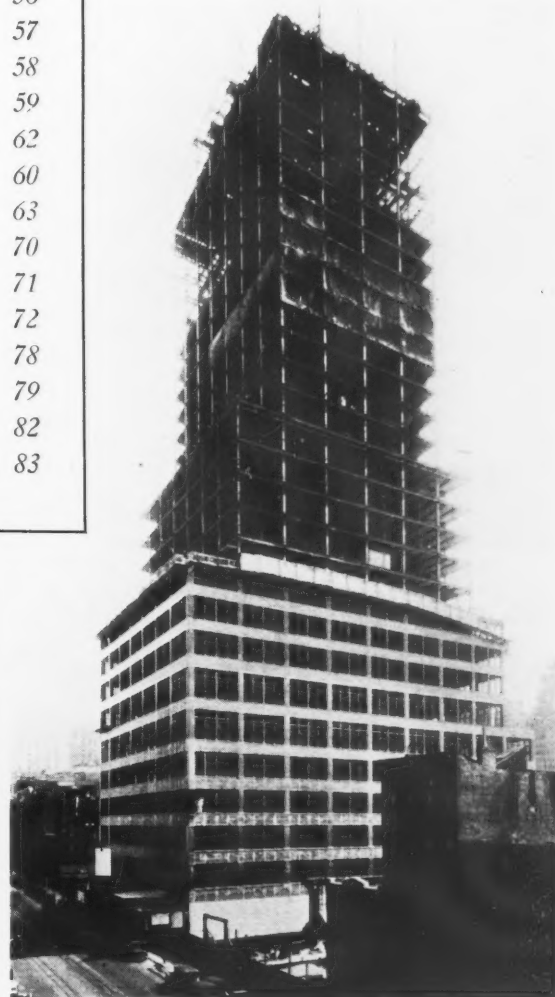
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INDEX

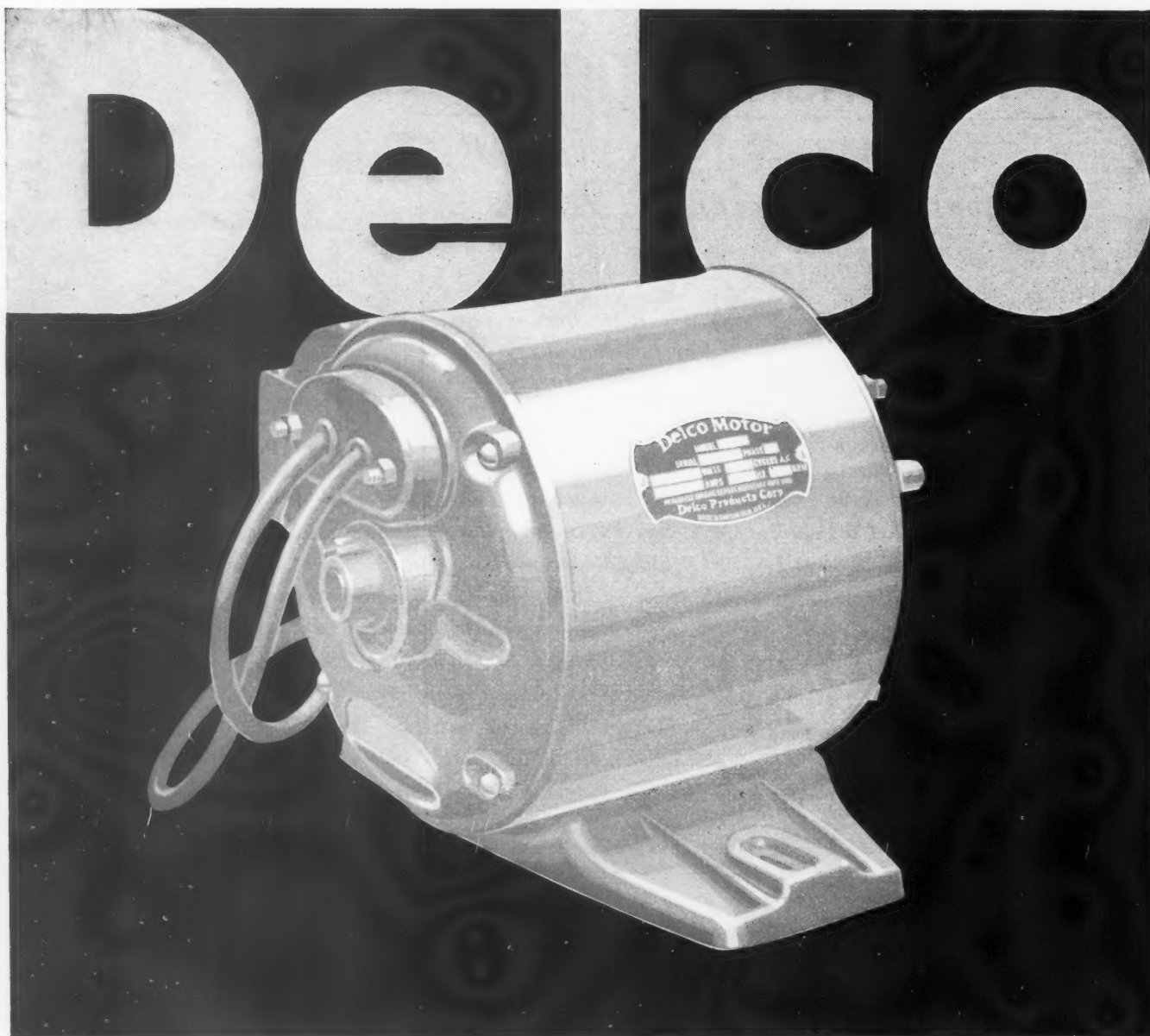
If you are especially interested in any of the following electrical devices, please turn to pages indicated:

Refrigerators	40-44, 60-1
Ranges.....	40-44, 62, 83
Washers.....	44, 56
Ironers	44
Cleaners.....	44, 58, 70
Radio.....	44, 59, 70
Heating Appliances.....	44, 50, 52-3
Kitchen Mixers.....	40-44
Floor Polishers.....	44
Clocks.....	44
Lamps.....	54-5, 79



NEAR THE TOP

After Labor Day, the headquarters of ELECTRICAL MERCHANDISING and other McGraw-Hill Publications will be moved to the new McGraw-Hill Building near Times Square. Thirty-three stories high, it was designed by Architect Raymond Hood. Housed here, too, will be the offices, plant of the McGraw-Hill Book Company



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APRIL, 1931

Electrical Merchandising

L. E. MOFFATT,
Editor

A MCGRAW-HILL PUBLICATION ESTABLISHED 1916

To The Dealers

WHEN a dealer has a complaint to make of a power company, he gets up in meeting and makes it. He has definite and specific ideas on what he wants the power company to do for him, and he makes an effort to get his demands recognized. On the other hand, when a power company man feels like complaining about a dealer, he usually doesn't.

This publication believes in utility-dealer cooperation. It has repeatedly urged on the power companies the importance of a cooperative point of view. It has made propaganda for cooperation by consistently reporting the announcements of cooperative programs and their successful progress. The power companies, we believe, are giving the dealer a break. In many communities they are giving the dealers better than a break. Take for instance, the cooperative activities of the past year. Programs have been set up by utility after utility recognizing the dealer's place in the picture. Sincere attempts have been made to provide financial, advertising, home service and demonstration help; consider the wiring allowances to promote dealer activity on ranges, the sales and service assistance, and all the other details of the many programs which this magazine has printed within twelve months.

THE present rapid spread of such cooperative practices is due not only to the recognition that trade friendliness is of high importance, but to the clear realization that more electrical appliances can be sold if the whole electrical business community is mobilized toward a single selling objective. This movement has already accomplished much and it is set to accomplish even more in the years to come. *But it can accomplish little unless these policies on the part of the power companies are met by an increased activity on the part of the dealers.*

The response of dealers to these programs has been eagerly watched. Naturally, the more energetic merchandisers have come forward most actively to take advantage of cooperative help. The rank and file of dealers, however, the smaller merchants who have most needed such assistance, have been discouragingly slow to utilize the merchandising advantages offered. One specific case will illustrate: something over a year ago, a power company serving a group of neighboring cities, none of them over 40,000 population, ceased merchandising. Instead, they substituted a most elaborate system of dealer cooperation in promotion, advertising and financing. Under this policy, the smaller dealers, those who are often most active in criticism of power company practices and most resentful of power company merchandising competition, have suffered a greater loss of sales from the competition of the department stores and active specialty operators who have taken hold of the new plan, than they ever suffered from the competition of the power company when it was merchandising.

WE BELIEVE that the problem now in front of the electric trade has shifted from the question of inducing power companies to offer cooperation. Cooperative planning is on the rapid increase. The problem is now whether or not the electrical trade, especially as represented by electrical dealers and contractor dealers, is going to so organize its individual business as to take advantage of cooperative plans. If they do not do so the advantages, which these very dealers have fought to gain, are going to those department stores and those active specialty organizations who have been quick to see their opportunities under the new set ups and energetic to capitalize upon them.



EDITOR

EDITOR'S NOTE

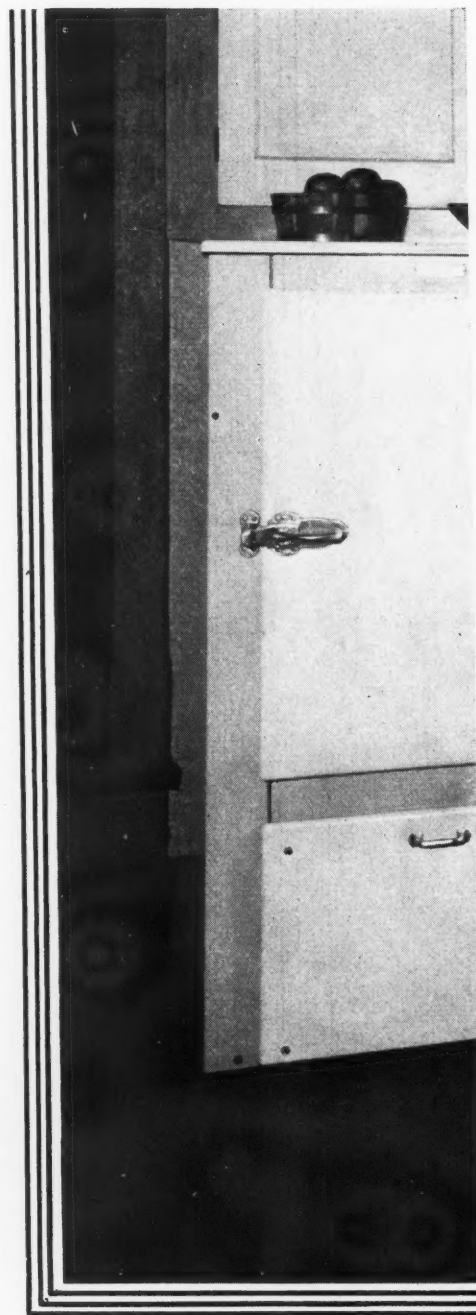
THE American family tends constantly to buy more prepared or partly prepared food and to do less production of foods in the home. A trend which not only adds to living costs, but results in poorer food. And before any man challenges this, let him remember the bread his mother used to bake and the baker's loaf he is now condemned to eat.

Mrs. Borsodi took up the conduct of a home after some years' experience in business. Although she has not made a business of running a home, she has found that she can save money, or earn money as she prefers to express it, by running her home on a production basis. In this article she offers figures to show how home production of food saves enough on the family budget to easily pay for electrical kitchen equipment in about the time (28 months) that these products can be bought on the installment plan.

Earning An

ELECTRICAL

Mrs. Ralph Borsodi at work in her home kitchen at Suffern, N. Y. The refrigerator and kitchen mixer are modern, but the old Hughes range has seen ten years' service.



TO COOK or not to cook. That's the question. And this question is growing bigger and bigger as homes grow smaller and smaller. Whether it is better to let the factory can our soup, cook our roast and vegetables and make the coffee and desert by adding "a little hot water," or to oppose the trend, is the question. By the millions women today are following the suggestions of the national advertisers and buying their food in tin cans and packages to the great loss not only of the makers of kitchen appliances and equipment, but of family and home life.

But there are two classes of women who are going to struggle against this trend, and both can

be helped to oppose it by electrical kitchen equipment.

To the first class belong the really good cooks and homemakers of the country. The woman in this class knows that the food which the cannery, the delicatessen and the restaurant prepares must be flavored for mass consumption, hence, must meet the least common denominator of taste. Millions of people may have lost their discernment for really well cooked food, but she knows that she is in possession of secrets of home flavored goodness worth keeping. For intelligently and conscientiously cooked food tastes so much better than artificial and synthetic factory foods that there is really no comparison possible between them.



KITCHEN

By
Mrs. Ralph
Borsodi

The woman in the second class knows that she saves money by preparing food for her family in her own home. She does not say "when you count your time, you do not save money by canning at home." She knows that she can make a more nutritious dish for less money in her own kitchen. And in spite of the propaganda in favor of cans, of packages and of bottles, she is right.

What the electrical industry needs—what, in fact, all manufacturers, builders and dealers who are trying to sell better homes and home-making appliances need, is to convince American women generally that real home production will not only enable them to earn money but

to produce better food, and better living than they now "buy" from the factories.

However, we are not talking about homemaking and cooking for one person only. This is economically difficult whether the food comes out of a "can" or is cooked in a well equipped kitchen. Nor even about cooking for two. But rather about cooking for a family—an average family which according to the Bureau of Labor Statistics consists of at least four persons and includes growing children.

According to one of the latest surveys of the subject made*, the family with an income of \$2,500 to \$3,000 per year spends 38 per cent of its income for food. In

higher income groups, income goes up faster than expenditures for food. As income goes up, percentage spent for food goes down; but since the actual expenditure for food and food preparation and service goes up, it is plain that the savings possible through domestic production will be greater in these families than in the \$3,000 family which I am using to illustrate my point.

This \$3,000 family now spends approximately \$1,224 per year for food and kitchen overhead as follows:

Food (38% of \$3,000) *	\$1,140.00
Cooking fuel **	52.20
Refrigeration **	7.80
	<hr/>
	\$1,200.00
To which we should add for	
Depreciation (gas stove and ice box	
\$150) 10%	15.00
Interest 6%	9.00
	<hr/>
	\$1,224.00

If this family will spend the annual \$1,224 wisely, my contention, based on my own experience, is that they can show such substantial yearly savings in food cost, and enjoy better food, that they can easily afford to install a complete efficient modern electrical kitchen paid for in little over two years out of savings. A part will be savings due to better kitchen equipment, a part also will be due to the savings, or earnings, from buying in larger quantities (the electric refrigerator is an important factor in this saving) and in home food manufacture made possible by the kitchen mixer range and refrigerator. I cannot express in money value the return from better cooking and better nutrition made possible by the electric range.

On the basis of my own experience a family can, through home baking, canning, preserving, and cooking save at least 25% of its expenditures for food. As a matter of fact, I believe with a little better than average management especially in buying, it can save nearly a third of its present expenditures with the baker, the butcher, the grocer and the dairyman, since savings are possible not only in the work which is done at home but also in the "quantities" which are bought for home production.

For instance when you can and preserve at home, you do not buy sugar by the pound—you buy by the barrel. When you bake cookies at home, you do not buy them in three or four ounce packages—you buy the raw materials for them by the sack. The saving on buying in only fairly moderate quantity may run as high as ten per cent of the total spent by the ordinary American family today.

For a family of four or five persons with an income of \$3,000, an expenditure of \$469.50 for an electrical kitchen is justifiable even on the most rigid investment basis. The unit I have in mind is as follows:

Range, installed	\$175.00
Mixer and Appliances	69.50
Refrigerator	225.00
	<hr/>
	\$469.50

This does not include smaller items of equipment, some of it electrical, such as toasters, and some which may not be, such as a steam pressure cooker. However,

*The Income of the American Family, 1931. Daniel Starch.
**Bulletin 357 U. S. Bureau of Labor, "Cost of Living."

these do not run into large sums and may therefore be disregarded. The family with a large income, and which employs one or more servants, can well afford a more elaborate kitchen equipment, such items as a dish washer becoming then justifiable and on precisely the same basis of dollars-and-cents return on investment. The heavier investment in machinery would be offset by the fact that it would make it possible either to reduce the number of servants, or get along with charwoman service, or no help at all.

The yearly operating cost of the kitchen unit above described for an average family, according to the estimates I have made based on my own home experience, will be approximately \$165.12:

Estimated expenditure for current	\$90.00
Depreciation and maintenance, 10%	46.95
Interest on investment, 6%	28.17
	<hr/>
	\$165.12

The difference between this total of approximately \$165.12 and the possible savings on purchases or on wages and maintenance of servants, would constitute the earnings of the housewife and would be available to make the payments on the equipment in the form of installments. If the equipment was paid for with cash, the earning could be used to purchase other things which the family desired. The question now to be decided is what the money value will be of the things which such a kitchen would permit the family to produce for itself.

THE one thing which should be constantly borne in mind in studying these figures, is that the variation of standards of living even in families of the same income group, and in the composition of families even when composed of only four or five persons, are so great that the method of determining these things is actually more important than the figures here used based on the specific experiments I have made.

The family living in an apartment hotel has a different set of expenditures from one in a city flat, just as the expenditures of the family in a city flat are different from those in a country home. The same method of comparison can be used—though the result will be very different. In general such comparisons will show that the more the family spends for food and allied expenditures, the greater can be the earnings of a kitchen equipped with a unit such as is advocated here. The actual cost of food increases as the kitchen grows smaller. In the kitchens of apartment hotels and very small apartment houses, the costs of the meals are greater because less and less of the preparation of the food actually is done in the home. The dividend earned when such a "home" is abandoned for a real home is greater than is possible in the type of home where the kitchen provides room enough to play a relatively important part in the life of the family.

If, however, we stick to our minimum estimate of a saving of 25 per cent, our \$3,000 family would spend with domestic production in an electric kitchen something like the following for cooking and kitchen overhead:

Food	\$855.00
Cost of operating electrical kitchen	165.12
	<hr/>
	\$1,020.12

Comparing this with the present expenditure of \$1,224

we get \$204 a year to apply against the purchase of our electric kitchen.

In two years and four months even in this family where no savings are possible on wages of servants, the kitchen unit would be paid for out of earnings without taking into account at all the value of the comfort of real refrigeration, better cooking and the intangible dividends of useful work and real home life.

For a period of over ten years our home has been conducted on the theory that for the sake of economy and high quality of food, all possible cookery should be done in the home. I have in my notes costs on the production of all sorts of foods from soup to ice cream. In some instances the earnings for supervision above the cost of servant labor were as high as 75 per cent, in others not more than 10 per cent. To take an average 25 per cent of the cost of buying food in cans, packages and bottles is very, very conservative.

In many cases, perhaps most of them, it was at least 50 per cent.

I have heard it said so often, "It does not pay to can, because the canned goods are so cheap; it does not pay to bake, because the baked goods are so cheap; it does pay to cook, because restaurant meals are so cheap." The only trouble with these statements is that they are not true. In accepting them the modern woman not only pays more, but secures an inferior product, and cheats herself of what ought to be one of the most interesting of all arts—the art of supplying a festive board to her family and friends.

My own experience convinces me that the housewife in the average family of four—two adults and two children can earn or save if you will at least \$250 a year if she bakes, cans, dries, preserves and prepares in her kitchen all that is feasible, and purchases nothing in cans or packages which she can economically produce for herself. From this average her earnings will vary with the seasons, with the locality and the size of her family. She cannot help earning money if she purchases her raw materials intelligently. For instance, she cannot save on string beans at this writing, because I understand the Florida crop was frozen this year. String beans are selling here at .35 a pound just now, hence, if she must have beans, it would be cheaper to buy them canned than fresh.

That I have not exaggerated as to the possibilities of home production of foods a few items from my notes will make clear.

Home Production Earnings

MEATS: There is such an array of canned meats now being bought—potted tongue, boned chicken, hash, chicken livers, boned ham, corned beef, but all ranging from 25 per cent to 50 per cent higher than the same product purchased in the open market and cooked at home. For instance, here is one case:

Canned boned ham 10 lb. at 53c. per lb.	\$5.30
Uncooked ham 10 lb. at 35c. per lb.	\$3.30
Plus bone and fuel	1.00 4.30
<hr/>	
Saving about 20%	\$1.00

CEREALS: Most cereals if figured by the pound and compared with the price of the grain would immediately be recognized as extravagances. Besides, there is more nourishment in the grain before it is processed. You can purchase cracked wheat, cracked oats, corn

meal from 4 to 8 cents per pound. Packaged Cereal, as generally used runs from 15 to 25 cents per pound. Cooking plain cereal enables the housewife to earn easily 50 per cent of the retail price.

BREAD: Our bread consumption is mostly the grain breads, which have been produced in our home with the help of the electric mixer and an electric oven. This bread costs from 6 to 10 cents per loaf, which I must compare with a 12 to 25 cent loaf. The higher price being for raisin or nut loaves. The labor of producing yeast bread has been much reduced by the frequent use of corn bread, muffins, pop overs, waffles, etc., which are made quickly with the electric mixer. Our bread saving averages easily 50 per cent.

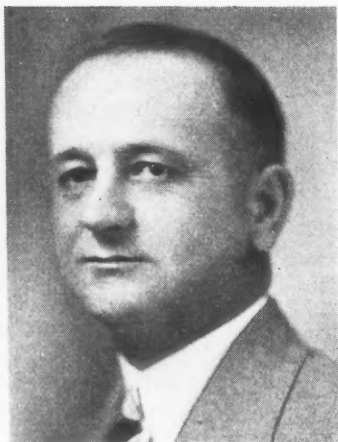
CAKES, COOKIES, ETC.: It is more difficult to compare because I do not know what the factory product contains, but I feel confident it does not contain the ingredients of the home baked. The time element with the electric mixers, grinders and electric oven is so amazingly short that we constantly produce splendid things which never earn less than 40 per cent.

SOUPS: The French housewife's tradition of soup with a few revisions has been installed in our cookery. Given the electric grinder, the outer leaves of lettuce and other vegetables, upper stalks of the celery and a bit of meat—one has a soup with all of the much talked of goodness, and which costs little effort and money.

ICE CREAMS AND DESERTS: Ice creams, sherbets, and frozen or chilled deserts were rare in our home until the advent of the electric refrigerator, principally because we live in the country and could not easily run to the corner store nor could we get the ice easily to freeze it at home. Hence, I was surprised when two summers ago we made our first comparisons in price. Here again I do not know what the factory product contains, but using excellent cream, pure fruit juices and flavoring, I have rarely been so extravagant in the home product as to earn less than 25 per cent.

SOFT DRINKS: During the summer this item is heavy; there is a tennis court on our place. Up to last year, case after case of such purchases as ginger ale and bottled drinks were used to solve this problem. However, with the electric fruit juice extractor, and improved refrigeration, jug after jug of pure fruit juice drinks are stored in the box against those Sunday afternoon refreshments.

PRESERVES, PICKLES, MARMALADE, MAYONNAISE: I have found a great saving, because most of the ingredients for the first three articles can be purchased when the market is down. The fruits and pickles in the Fall, and oranges, lemons and grapefruit for marmalade in the late winter. I have produced marmalade for 11 cents per pound, paying myself 50 cents for every hour of time spent. Comparing this with a marmalade sold at 30 cents per pound, is unfair because the amount of fruit in the factory-made product was much less. This experiment earned the kitchen easily three times the actual cost of the product. A mayonnaise made from pure olive oil, purchased in half gallon quantities and made with eggs at prevailing prices, was produced for just half the market price of a product about the ingredients of which nothing was known. The saving, quality for quality, was much more than 50 per cent.



HOW
*two washing ma-
chine salesmen have
built a profitable
appliance business
in the Boston suburbs*

GAHM and ERICKSON

They

By
Laurence Wray

SELL

SOME eight or ten years ago a couple of young fellows by the name of Joseph Gahm and Myrl Erickson were making a decent living selling washing machines for the New England distributor for Gainaday. They had found that the suburbs of Boston, relatively good income areas, provided them with a good market for their wares. A market that needed only the peculiar perspicacity, the unflagging optimism which was theirs, to build a quite substantial business.

A continuing capacity to bring in washing machine orders every day brought inevitably to their minds the question: "If we can sell washers for somebody else we can do it for ourselves." Then and there, in the back room of a local garage in Arlington, Gahm & Erickson became the latest firm name to adorn the shopfronts of the town.

From the back room of the garage Gahm & Erickson moved into their own store, from there into an even larger establishment. To washing machines they added cleaners, radio, refrigeration, ironers, floor polishers, clocks, heating appliances and a complete assortment of small devices.

They have made money. They own five trucks, have three service men, take care of the installation service end of their business, maintain two outside salesmen on home appliances and operate a flourishing business which grosses approximately \$85,000 a year.

Back of all this there are one or two things in their business philosophy that stand out. First, they are not afraid to go out after business themselves. They stick to this rule for two reasons: 1. Because they have complete confidence in their own ability to bring in business. 2. Because the more work they do thus the less overhead the business will have to stand. And to Gahm and Erickson they are in the business of selling appliances to make profit.

To the writer the most important principle which their operation affords to other appliance dealers is their firm

conviction and continued practice of going out after business. Tersely put in Erickson's own words "If we didn't do outside selling we would starve."

The real basis for operation of Gahm and Erickson's business is not their store alone which to all dictates of good display scarcely recommends itself. The store, while fairly large, is crowded with washing machines, radio sets, ironers, refrigerators. Actually the true basis of operations of Gahm and Erickson might be said to be in the basement, where crate after crate of appliances are stored, ready for delivery. In other words, to the Gahm and Erickson way of thinking, to sit in a store and wait for customers interested in appliances would soon find them in a receivership. Instead, they have mapped out their business area as including all the towns around them—Cambridge, Belmont, Concord, Lexington, Watertown, Arlington, Winchester, Woburn.

IT IS probably a tribute to their early days as washing machine salesmen that washer business (Gainaday, Maytag, Thor, Easy, Whirldry, G.E., 1900 Whirlpool) still provides them with the major portion of their volume. To this important business, radio (G.E., Victor, Atwater Kent, Sparton, Edison) has proved the second best item for promotion among the relatively well-off suburbanites.

As complimentary items, the vacuum cleaner (Hoover, Eureka, Premier, Sweeper-Vac) which lends itself admirably to any program calling for consistent, followed-up outside selling profits, comprises their third most important appliance volume.

But Gahm and Erickson have been consistent in their business building methods. Finding that radio attained

its greatest selling peak during fall and winter months, that they had on their hands a prospect list compiled from their washer and cleaner sales activity, they decided to go into the refrigeration business. Here, according to Erickson, they had found a product admirably suited to their particular business. Three well-known makes are handled (G.E., Westinghouse and Kelvinator).

Actual selling of these devices devolves largely upon Mr. Erickson and a small staff of outside salesmen employed to follow up prospects. They are paid a small salary and a commission and as it is physically impossible for the partners of the concern to cover their entire territory as often as would be advisable, the salesmen find plenty of scope for their activities.

In many ways the Gahm and Erickson operation is unique, doing no contracting business whatsoever, employing no large crew of house-to-house salesmen and keeping expenses at a minimum, they typify what should be an ideal set up for the appliance dealer. Their activities are concentrated on two important things that bring them business—selling and service. Selling, because the scope of their operation gives them unlimited field and good income areas; service, because a customer well followed-up is a continuing source of revenue.

It is admirably shown in the Gahm and Erickson business that there is a wide field for the industrious appliance salesmen specializing on the promotion and sale of the various specialties which make up the domestic appliance salesman specializing on the promotion and sale, and radio, a definite demand has been created for the merchandise requiring only intelligent application to become very profitable business. There is no less an opportunity in washer, ironer and cleaner business for the selling operation that will take the pains to go into the home and create demand.

It occurred to the writer that a business depending so much on personal solicitation might do better if sales efforts were concentrated on a single make of appliance. The reverse is the case, according to Mr. Gahm, the senior partner.

"Our object in handling various makes of washing machines, radio and refrigerators," he said, "is because experience has shown us that it will increase our volume. We find that sales resistance is greatly reduced when you are in a position to offer the prospect a type of machine with which she is familiar. Radio selling, in particular, requires that the dealer should have five or six different makes. Refrigeration, perhaps, to a lesser degree.

Themselves





Business

that Comes to your

DOOR



*How to make the most of store sales
as told by*

Mrs. Ida B. Johnston

*of the Brown - Johnston
Electric Company of Spokane*

to Clotilde Grunsky

THE customer who takes the trouble to walk into a store is three parts sold. He wants something. He has interest, desire—and he has already taken the first step in action. He has, so to speak, reached for his fountain pen to sign his name on the dotted line.

And yet there is many a customer who opens the door of the average electric retailer and who closes it behind him again,—empty handed. In the interval the merchant has had a chance to sell him something—a good chance as sales prospects go—but owing to a failure to meet some special fancied need, owing to the neglect of some clerk, too long a wait, or some other oversight, the opportunity has been lost.



Looking from the balcony of the store toward the door. Although the light obscures the picture to some degree it will still be apparent that merchandise is laid out in an attractive fashion, that open display is the general rule.

Some such cases are unavoidable, of course, says Mrs. Ida B. Johnston, in charge of floor sales for the Brown-Johnston Electric Company of Spokane. Occasionally the customer has really come into the wrong store and wants something which the firm does not carry and for which it can offer no adequate substitute. Sometimes the inquirer was entirely uninformed as to price and was not prepared to meet the cost of the article. And, of course, there are "shoppers" who will not buy anywhere until they have examined the stock of every store in town. Judiciously handled, however, all three of these classes of prospects may be made to come back later and eventually be converted from "just lookers" into purchasers from the store.

Mrs. Johnston is not the Johnston whose name appears on the store sign; she is his mother, but she has had an important part in the business since its early days. Her activities have grown from those of desk clerk, to appliance selling, store and field, to her present position of manager of store sales and of credit. Her knowledge of the sales problems of the electrical industry is well rounded and practical. She knows that her methods work because she has worked them.

In her experience, she says, there are three precepts for salesmen which apply as well to store selling as to sales in the field.

1. Know your merchandise
2. Don't be afraid to approach your prospects
3. Follow them up.

In the store this knowledge of the merchandise is back of every step in the process of selling. Mrs. Johnston

IDA B. JOHNSTON

*in charge of Floor Sales,
Brown - Johnston Elec-
tric Co., Spokane, Wash.*



insists that not only herself, but everyone who contacts the customer, shall have a thorough understanding of the appliances handled. This means their construction, their operation and something of their history. She urges employees to study the literature sent out by the factory and to read the trade press, to know something of the firm that manufactures the goods as well as of the appliance itself. This is easily acquired on company time by utilizing odd moments between sales and by being interested. Mrs. Johnston herself has a wide collection of information which comes in handy at every moment of the day.

This makes it easy for her to apply her motto of having a friendly store. "Don't be afraid to approach your prospect" has been translated practically into "Show them the store," a maxim which finds many applications. Is the sale over and the customer ready to depart?

Perhaps he has just a moment to see some of the really ingenious new appliances which have just come in? This suggestion may result in a second sale. At any rate, there is no harm in asking. People appreciate the attention given them; they reckon it as a friendly act. Is a customer waiting to see a particular salesman and rather impatient, perhaps, because of the necessary delay? Mrs. Johnston herself finds time to drop her work and approach the waiting housewife with a "Mrs. Harrison, have you seen this? Here is something interesting." It is sometimes a difficult matter to take the time for what seems to be just visiting—but "you can always take the time to take the trouble," says Mrs. Johnston.

"Did you know Mr. Edison made this toaster himself? The patents are taken out in his name."

"It's a funny thing about these new heaters—they use an entirely new metal for the reflecting surface."

"Aren't these attractive little doll ranges? And they're not entirely toys, either. Why, the other day one of the girls from the store was sick and when I went to see her I found that she was cooking her dinner alongside the bed on one of these little stoves, a baked potato in the oven and everything."

The listener may not buy one of the articles in question at the moment—indeed, no effort is made to make a sale—but she cannot help but be interested in the bits of news and household advice offered—and more than once she has come back later to make a purchase on the basis of just one such interesting fact.

The arrangement of the store, of course, helps to make this possible. Everything is out in the open. Glass-enclosed cabinets are attractive pieces of furniture in themselves and they save dusting, but Mrs. Johnston believes things should be out where they can be handled. Needless to say, the extra effort is made and articles are kept dustless and immaculate as they would be in a fastidious home.

IT IS important to keep up to the minute in equipment. There is always a table in the Brown-Johnston store where the latest in everything electrical is on display. Housewives are interested in advances and "kinks" in household methods. They frequently subscribe to women's magazines solely to read the columns of household hints; they will be found wandering periodically through the household equipment section of a department store just to see what may be new in peeling knives and cream skimmers. The knowledge that they will find

the latest in electrical devices at Brown-Johnston's brings a trade all its own. This new equipment table is a mine of good approaches to the customer who is invited to see the store. It keeps many a waiting patron happy when rush hours are on and customers must wait their turn with no one free to show them about. Incidentally these new appliances generally are good sellers on the ground of their very novelty.

KNOWLEDGE of equipment is of use in more direct ways than merely as a means of keeping customers amused while they wait. In making his purchase the customer recognizes and respects real knowledge and generally is glad to be guided by it. That is one reason he comes to an electrical store rather than buying from the mail order house.

In this connection it may be observed that the customer is by no means always right. They need never be told that they are wrong, of course, but it is important that the salesman should not let his client make a foolish purchase, even through his own mistake. More than once a customer has asked for the wrong article through ignorance of names or has set out to purchase an electric heater when he needs an electric pad, or a grill when a toaster would be more efficient for his purpose. A tactful and friendly question as to the purpose for which the article is to be used and a workmanlike knowledge on the part of the salesman will enable him to suggest the needed appliance. This will make for satisfied customers and help to build up a permanent clientele.

Again it must be emphasized that all this must be done with a spirit of genuine friendliness. And here is really the asset of the electrical retailer. His store is usually not in the most convenient location for shoppers (business does not justify rents of the type such a location would call for) and in prices he can hardly hope to compete with the mail order house or cut-price chain store. But he can know his goods and he can establish a personal clientele who will take the trouble to walk the extra block to trade with him.

"Know your customers by name, if possible," says Mrs. Johnston. "Remember what you have sold them and, if you can, know something about their family or their affairs. This requires no special memory system—but it does require that you be interested in them. We remember the things we actually think about. It will pay to think about the people who come into your store—they will be more likely to come in again."



*A well-lighted store front
in itself is an inducement*

The Power Companies COLLECT

*Some of the problems of
collecting small bills as solved by
the Pacific Northwest Public Serv-
ice Company of Portland, Oregon*

THE collection problems of the power company are popularly supposed to be rather a simple affair. The consumer needs electricity. If he does not pay his bill, his lights are cut off. Ergo, he pays his bill.

As a matter of fact, the situation is not quite so simple. Quite aside from the fact that the power company cannot afford to endanger public relations by cutting off lights except as a last resort, there are other problems which its collection department has to face which have their special difficulties. In the nature of affairs, it has more poor credit risks on its books than the merchant in almost any other line. The man whose account has been turned down by the washing machine agent and the radio company, still has electric lights in his house. And although his desire for keeping those lights burning may help to keep his bill paid from month to month, when he comes to leave, his final bill has no such safeguard of self interest. Every final bill—and there are numbers of them every month—represents an adventure in collection, an adventure complicated by the fact that the debtor is leaving or has left his former place of residence (that is why the bill is final) and is departing for places frequently unknown. The very fact that the item is apt to be a small one is, as every merchant knows, a contributing factor of difficulty. Small bills are by no means those most promptly paid, while the profit involved is so slight that not much money can be legitimately expended on collection. When the company sells merchandise and these payments are added to those for electric service, the problem is wholly comparable to that of the smaller electric merchant.

The procedure of the Pacific Northwest Public Service Company, formerly the Portland Electric Power Company of Portland Oregon, may be of interest as indicating what their experience has shown to be the most satisfactory and profitable method for the collection of small bills.

According to H. B. Booth of this company, who wrote a report on this subject for the Accounting Section of the Northwest Electric Light and Power Association, the problem commences with the information asked of the customer at the time the account is originally opened. Questions asked at this time are no mere formality, but look forward to the date of the closing bill and according as the information at the beginning has been wisely and thoroughly secured will the collection problem later be simplified or rendered more difficult. The object is to

secure data which will enable the prompt tracing of the individual in case of his departure without leaving word. Accordingly the usual inquisition covers such subjects as:

Present occupation, specific vocation, where employed;
Name of former utility from whom service was enjoyed;

Charge account or business reference;
Personal reference and name of relative outside of immediate family.

Knowledge of the children of the household and the school they attend may later help in tracing the family by means of the school transfers required.

When it comes to the actual collection of the final bill, promptness in follow-up is a matter of vital importance. Footsteps disappear readily in the sands of a shifting neighborhood—and traces of former tenants are far more difficult to secure after their passage has grown stale. Not to mention that payment of any bill is easier while the service rendered for which the charge is made is still vividly in the mind of the customer. Fifteen days is the outside limit within which such contact should be made.

THE final bill is sent in triplicate, one for the consumer, one for the ledger record and one to be held for ten days for follow up in case of failure to pay. The first bill bears a statement of appreciation anticipating payment. "We wish to express our appreciation for your past account and trust we may again have the pleasure of serving you." The second notice which follows ten days later is so labeled and carries a request for prompt payment as follows: "Our records indicate that your final bill is still unpaid. Will you kindly favor us with a remittance so that your account can be closed at this address."

If the account still remains unpaid, a series of three collection letters is sent. In the case of small bills it is important to bring in as much of the money as possible by mail, for personal calls soon eat up profits. Experience has shown that although there are some individuals who will respond only to the call of a collector, others resent such contact and pay more promptly in response to a letter.

Failure to secure results by mail leads up to a call by a collector. Locating the debtor is the most difficult problem at this stage and this is where the information secured at the time of opening the account shows its worth. The customer once located, the collector may be regarded as a personified collection document and as such obeys all the same restrictions as a collection letter, observing courtesy, confidence, firmness and using as his principle argument the importance of maintaining a clean credit standing. It is essential that the money be forthcoming at the first, or at the most, in special cases, at the second call, for such visits soon eat up all the profits.

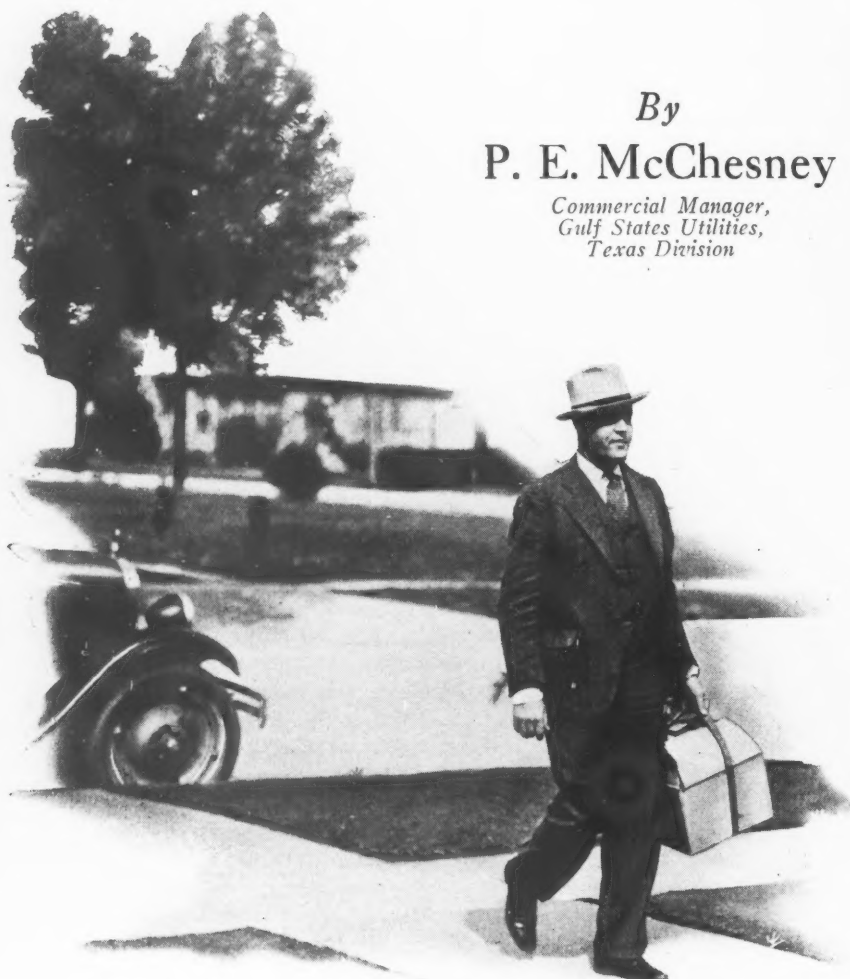
3,000 Table

By
P. E. McChesney

*Commercial Manager,
Gulf States Utilities,
Texas Division*



P. E. McCHESNEY



From the company's District Representatives, came hearty co-operation. Without prizes, premiums, special commissions, they did the selling. Above, a D. R. starting out for the day with his percolator-toaster-waffle iron set.

DURING February—the shortest month of the year—Gulf States Utilities Company, Texas Division, did a selling job on toasters, waffle irons, and percolators that even in a so-called good year would be considered a good twelve month's job by public utility merchandisers.

We have, in all, some 27,000 home customers. We sold, during this shortest month, 1,014 toaster-waffle iron-percolator combinations—a total of 3,042 appliances. In other words, to one customer in 27 we sold not one, but three of the usual small appliances.

Nineteen-thirty-one was to be, for us a major appliance year—ranges, refrigerators, water heaters. We planned stiff bogies on these items. We felt it would be impossible to accomplish the selling job we planned on these items if our District Representatives must worry through the year, trying this month to get a few waffle irons, percolators next, toasters the next, and so on. Yet, small appliances could not be sacrificed. Their sale, we felt, paves the way for sales of larger appliances.

Parker Allen, superintendent of merchandise sales,

the following figures:—

	Percolators	Toasters	Waffle Irons
1926	625	372	169
1927	929	712	838
1928	1,828	754	820
1929	1,544	979	804
1930	1,153	725	929

We set up four requirements in considering plans for our contemplated three appliance sale. First, we said, the merchandise sold must not be of "gyp" quality, for the sale must not jeopardize our reputation for handling only dependable electrical merchandise. Second, we said, the price must be extremely attractive; low enough for us to permit a reasonable mark-up and still be a big bargain to our customers. Third, we said, our dealers must be taken into consideration and given an opportunity to share in the deal. Fourth, we said, we would handle the sale with our regular force, with no special prizes, premiums, or commissions.

The first and second requirements we met by taking

Appliances *in* 1 Month

*How the Gulf States Utilities,
in cooperation with dealers, sold
more percolators, toasters, waffle-
irons, in 28 days than they previ-
ously sold in a year.*

advantage of the fact that most manufacturers were discontinuing nickel finished lines and going to chrome finish in small appliances in 1931. We told them of our problem and asked their cooperation. From the various combinations offered we finally selected a toaster which had sold for \$5.00, a waffle iron which had listed at \$8.50, and a 7-cup percolator, which had also listed at \$8.50. This gave us three attractive appliances that most nearly filled our requirements for quality and price. The three appliances, with list prices totaling \$22.00, we offered at \$11.95, a saving of approximately \$10.00. Terms were 95c. down, \$1.50 a month.

The third requirement, one concerning the dealer, was worked out satisfactorily to all concerned. We placed the merchandise on his floor, provided display advertising material, carried his name in newspaper advertising and in our regular daily morning radio programs without cost to him. He accepted the down payment, turned it with filled out lease card to us, and received a flat commission of \$2.00. If he preferred to carry his own paper, he retained the down payment and we billed him \$1.50 a month to a total of \$9.95.

The campaign was worked out and scheduled with fine precision and great attention to detail. Our advertising department prepared in advance and had distributed to dealers and all of our stores, attractive full sheet cards for store or window displays. Several days in advance of the sale, enclosures giving particulars of the sale began going out with residential bills. Each sales department representative was given a complete outline of the campaign well in advance.

District Representatives carried with them the items included in the combination offer as they made their rounds reading meters. At homes where they failed to make a contact with the housewife, they left a "calling card" in the form of a door-knob hanger, behind. On one side this carried a description of the articles. On the other, a message from the District Representative to the housewife, stating he was sorry he failed to find her at home because he was sure she would have been interested in the three appliance sale and would



Customers not at home were not ignored. An ingenious door-knob reminder with pictures, prices, details of the special items, notified her of the salesman's call, gave her a chance to look them over.

want to take advantage of the very unusual offer, and suggesting that she telephone or call by the store. This card was signed by the Representative.

As was anticipated, sales came in with a rush for the offer was unusual. But naturally they slowed down as the days went by. It is no easy job to sell one in every 27 families any item, no matter how attractive, if it involves a down payment even so small as 95c. and a total expenditure of \$11.95. But in a final drive the campaign came to a close late in the afternoon of February 28 and when the last "precinct" was heard from we found we had exceeded our goal with fourteen sets to spare. It was necessary to make up these additional sets from stock items of approximately the same value.

What are the results of this concrete, intensive effort?

1.—It cleared the decks for action on major appliances at no sacrifice of the small appliances.

2.—It provided a means of close cooperation between the central station and others selling electrical merchandise. It left behind a trail of satisfied dealers. They feel they received a square deal and they are ready to cooperate again because they made money on this campaign.

heating appliances



WAFFLE-IRONERS

They sold two per cent of the company's customers—851 in a single day. There weren't enough to go round so they went right on selling.

13 CENTS— 13 MONTHS

SELLING 1,236 waffle irons in one month, 851 of this number in a single day is the record hung up by the Texas Electric Service Company, Fort Worth, during a special waffle iron campaign in February. This company supplies electric service to Fort Worth and 65 other cities and towns in West Texas. The total sales for the month, slightly under two per cent of the total number of residential meters, is looked upon by officials of the company as additional proof of the power of co-ordinated sales effort by all employees.

Under the 1931 merchandise program of the company, sales campaigns on a major and a small appliance are scheduled for each month in the year. The major item is pushed by the salesmen, the small appliance is sold by all employees. The waffle iron (Manning-Bowman) sold by employees was the heat indicating type, sold at \$8.95 with terms of 95 cents cash.

At the beginning of the month, employees held departmental meetings in all offices of the company. They were supplied with facts about the iron, literature to show prospects, a good supply of order blanks. Sales reached a climax Friday, February 13, when 851 irons were sold. On that day, a special price of 13 cents down and 13 months to pay was advertised in daily papers. Additional notices went to employees. The original quota for the entire company was 632 waffle irons, or one per cent of the total residential meters, and irons had been ordered accordingly. By Friday, the 13th, many of the sales offices of the company were entirely sold out, rush orders for more waffle irons were sent out. The supply in the Fort Worth warehouse of the Graybar Electric Company wasn't enough to meet the emergency, and the Dallas office was re-

quested to ship all it had to Fort Worth. Even these combined supplies were not enough, and a wire went to the Graybar office in Houston to send enough waffle irons to supply the demand until more could be received from the factory.

One of the interesting results of the campaign was the percentage of waffle irons sold by employees other than company salesmen. Approximately three-fourths of the total sales were made by employees other than the regular salesmen.

ASPIRIN AND APPLIANCES

"YESTERDAY it may have seemed a far cry from aspirin tablets and cod liver oil to electric heaters and curling irons, but today it is just a matter of stepping one counter to the left," Marshall T. Jones, Chief of the Electrical Equipment Division of the U. S. Commerce Department, said recently, discussing the relation of the electrical appliance industry to the Commerce Department's coming National Drug Store Survey.

"The modern drug store represents one of the most remarkable metamorphoses in the history of retail selling. It ranks as one of the country's leading retail outlets for a vast variety of miscellaneous goods. The citizen with an electrical specialty purchase to make, whether it is a fan or a heater, flashlight, batteries, light bulbs, electric pad, hair dryer, toaster, grill, boiler, vaporizer, lamp, or any of twenty other articles, is just as apt as not to turn to the drug store to supply his need. While no general figures are available, it is certain that an important and growing volume of electrical equipment sales of this type is being handled through the drug stores. Approximately one per cent, even of the country's radio supplies, now are being purchased through

the drug stores, our latest quarterly survey of radio sales showed.

"The electrical equipment industry therefore has a first-hand interest in the progress of drug store merchandising, and consequently in the National Drug Store Survey which the U. S. Commerce Department is undertaking in St. Louis, Mo., at the request and with the co-operation of 30 national organizations, including the National Electrical Manufacturers' Association, representing industries that use the drug store as a sales medium for their goods."

RED HOT

INTRODUCING the new automatic electric iron, the Port Townsend office of the Puget Sound Light and Power Company recently installed an action display which attracted wide attention in that community.

Two electric irons, one an old non-



IN THE RING

Old Ironsides, on the left, used 275 kw.-hr., got pretty hot about it.

automatic, the other an automatic were hung in the window, with separate meter connections. Both irons were connected at the same time, left untouched throughout the entire period of the display. The old iron soon became red hot, remained in that condition. It consumed 275 kw.-hr. of electricity during the same period that the automatic iron used 36 kw.-hr., maintaining throughout an even ironing temperature.

The display attracted a continuing attention, many coming back day after day to view results,—and it was the cause of selling many of the new irons

heating appliances

to those who already were in possession of the old type. Incidentally, the fact that the old iron continued to stand the strain was a tribute to its excellent construction.

S. C. EDISON UNDER WAY

RECOGNIZING that the sale of small appliances has fallen off during recent years, believing that this situation arises largely through the lack of interest on the part of power companies who have put no pressure back of the sale of these minor load building devices, the Southern California Edison Com-



Southern California Edison's new building. Here all plans will be laid, campaigns started.

pany set out recently to revive public interest.

Monthly specials in table appliances are offered, which are advertised by means of direct by mail folders sent out to each customer. These bear the company's name, and also the slogan "or your favorite electrical dealer." In order to make it possible for dealers to join in these campaigns on equal terms, the power company has offered to carry a stock of the featured article from which dealers may buy at a reduced price which guarantees them a satisfactory return.

In addition they insist on cash payments, allowing no long time terms which the dealer might find it awkward to meet. Dealers are urged to tie in with the company advertising and in order to make this possible an effort is being made to acquaint the trade with power company plans sufficiently far in advance so that the necessary steps may be taken. These bulletins are generally of an educative nature, attempt to stimulate sales far beyond the disposal of the particular special involved. In fact, in addition to the article offered as a bargain, a catalog display of standard equipment, with pictures and price, is to be included each time.

WINDOW BREAKFAST

A WINDOW demonstration which sold an unusual number of table appliances at Twin Falls, Idaho was staged by the Idaho Power Company recently. A breakfast nook had been erected in the window of the company's branch store, a bride and groom (so labelled in the window cards) actually cooked breakfast. Electric coffee percolator, toaster, waffle iron, egg cooker attached to an electric foursome made it possible for the meal to be prepared, served without the wife having to leave her chair. The effect of this demonstration on sales was apparent in the number of people who came into the store directly from the crowd outside.

EASTER, EGGS, COOKERS

FIVE THOUSAND or more youngsters each year participate in the glorified Easter Egg Rolling which is sponsored by the Denver Post in Denver's public park. Last year the Public Service Company of Colorado provided the eggs for this popular event, cooked them in the window of their store by means of electric egg cookers.

The demonstration attracted wide attention, as did also the publicity given the company and the method of cooking by the *Denver Post*, glad to reciprocate for the contribution of the eggs. Conversation in 5,000 homes preceding the event centered about eggs; 5,000 fami-

lies ate the eggs collected during the hunt, naturally discussed the unique little contrivance which, by converting a few teaspoonfuls of water into steam, had cooked the eggs so ingeniously.

At the power company an attractive young woman sat at a table in a window, cooking eggs. Her display table was equipped with a microphone which carried her voice to the sidewalk, enabled her to explain the process as she worked. Various window cards conspicuously on display identified the equipment, explained that the eggs were being prepared for the Easter Egg Rolling.

The simplicity of the operation and its mechanical accuracy fascinated the public. Men as well as women purchased cookers. Many stated that they had never heard of the device before, were delighted with its practicability as well as novelty. Many were purchased as gifts. During the two weeks campaign more egg cookers were sold than in the two preceding years.

SELL TOASTERS

THE Utah Power and Light Company recently joined the ranks of those who combine the position of meter reader with that of salesman. Four meter readers were recently equipped with special forms, catalog cuts of a specially priced toaster, (Hotpoint) which they sold as they contacted customers on their regular routes. Approximately 150 toasters, other, small appliances were sold during the month.



NO COMMUNIST RIOT

There were eggs to be found, egg-cookers to prepare them; 5,000 families talked it over.

lighting

MEN OUT OF WORK

TO THE problem of unemployment, of breadlines, *Electrical Merchandising* (February, 1931) brought a suggestion insofar as it affects the appliance trade. To Alan Streeter, contributor of the suggestion, it was apparent that many able, hard-working men out of jobs, would relish the opportunity to try their hand at selling—the type of selling outside that is one of the crying needs of the electrical business.

One able merchandising unit, the Alliance Division of the Ohio Public Service Company, had already thought of the idea, had concluded a mazda lamp campaign entirely through the medium of unemployed men about a month previously. On a company quota of 1383 home cartons, 1407 cartons were sold in a six weeks drive. Two fine-tooth-combings of Alliance's 8300 homes, by the 16 unemployed men hired to do the job, resulted in sales of 1144 cartons, 239 less than quota. Advertising, window display, employee activity finished up the work, brought in sufficient extra sales to make 101.7 of quota.

Best part of the plan according to Division Manager C. C. Henderson was that the ad run by the power company offering work to 20 unemployed men caused much favorable comment, paved the way for sales. Before starting men on their job the billing department ran off names, addresses of all domestic customers by districts.

The men were assembled on the first morning of the campaign, the following sales talk presented to acquaint them with details of their assignment:

"Our assorted Home Carton consists of one 100-watt lamp, two 60-watt lamps and three 50-watt lamps. The 100-watt lamp is to be used in a kitchen or basement light, 60-watts in reading lamps, and the 50-watts for general illumination. Unit prices in this assortment total \$1.35, but because of the fact that the customer purchases six lamps at a time our price for the carton is 10 per cent lower than this figure, or \$1.22.

"During the campaign the customer may purchase lamps at a small monthly payment. This is the only time in the year when our customers are allowed to buy these articles on such terms. Normally all lamp purchases are placed on the next month's bill.

"In making a sale, fill in on the blank the number of cartons desired, having the customer sign his name and address. Additional purchases of lamps not mentioned in the contract will be noted on the reverse side of the card. Our service department will deliver the lamps as

WANTED!


20 Men

Who are at present unemployed

We have an opportunity for 20 persons, who are at present unemployed, to take orders for household assortments of Mazda Lamp Bulbs, at Alliance homes. Our entire sales commissions on these lamps will be given to solicitors. You collect no money—merely take the order and we deliver the lamps, and charge customers 50c a month per carton of assorted lamps, until the full amount is paid. This opportunity is open only to those who are really in need of employment. Apply at our office tomorrow, after 9 A. M.

Fill those Empty Lamp Sockets Now

Every Alliance family should order enough Mazda Lamps to fill all those empty sockets, with a reserve supply for use when your old lamps burn out. Prices have been reduced 10% per assortment. Just fill out the order when the solicitor calls and we will deliver them to your home.



Prices Reduced
10 Per Cent
Cartons Of
6 Mazda
Lamps

For Your Convenience
Order them
at Your Door

The OHIO PUBLIC SERVICE Co.
"Subsidiary of Cities Service Co."

They sold 1407 cartons; earned \$2.75 a day.

requested, the customer signing for receipt of the merchandise. No money need be paid until rendering of the electric bill for month following delivery of the lamps.

"Compensation for our salesmen in this campaign will be 25 cents per carton, payable immediately upon acceptance of the lamps by the customer."

Each man was given twenty-five contract cards, a sample carton, a list of approximately 100 names and addresses. They were sent out with instructions to report between four and five o'clock to turn in orders, obtain a new list of names for the following day's work.

In order to get a new list the salesman was required to return his old list, results of each interview appearing beside the prospect's name, as follows: "sold," "no sale" or "not at home."

This job was done with an aggregate of 59 man days or an average of almost 11 cartons per man. This at 25 cents a carton, averaged nearly \$2.75 per day per man. Mr. Henderson concluded:

"We then reissued old lists, which had been marked and turned in, carefully avoiding issuance of lists to salesmen who had worked on them before. Thus we completely covered our city once, then canvassed it again—but the second time calls were made only at addresses marked "Not at Home," or, "No Sale." Three days later this second canvas was completed, with results totaling 209 cartons for 34 man days or an

average of slightly over six cartons per man per day.

"By this time we were able, through checking each individual's results, to select four men whose showing was much better than that of the others. The remaining twelve were paid off, and the four assigned to covering what remained of our domestic customer list—950 rural and 1200 in the small town of Sebring, nearby.

"Sebring was covered by the four in the same manner as Alliance had been, with higher average results. The rural territory was canvassed by means of sending two lamp salesmen with each meter reader, results of the latter method begin commensurate with the high standard of the men's work.

SUNSHINE, SALT WATER

TO SUN-WORSHIPPERS, swimming enthusiasts, beach loungers who are unable to get to Palm Beach, Bermuda during the long winter months, New York now offers the nearest approach to the real thing that has yet been devised. Brooklyn's luxurious Hotel St. George swimming pool, already famous for its salt, blue ocean water brought from subterranean artesian wells beneath the hotel, for its submarine lighting which turns the 120 by 40 feet of water surface into a cascade of light and color, had added the final touch, the element



For her, sunshine now as well as, heated floors, music, salt water.

Electrical Merchandising, April, 1931

that transforms the pool into outdoors—sunlamps.

Its walls, ceiling, a vast expanse of mirror which reflects at every angle the play of light on the surface of the water, the pool was already adequately lighted from panels in the pillars surrounding the pool. Underneath low balconies, however, have been installed 26 sunlamps (G. E.) which, together with heating which comes from beneath the tile floor, contributes the final touch to the surroundings. The installation, sold by Allard A. Dederer, Morison Electrical Supply Company, New York, has already increased the attendance at the pool considerably. Famous is Brooklyn's St. George for lighting installations; last year their ballroom "painted with light," attracted wide attention.

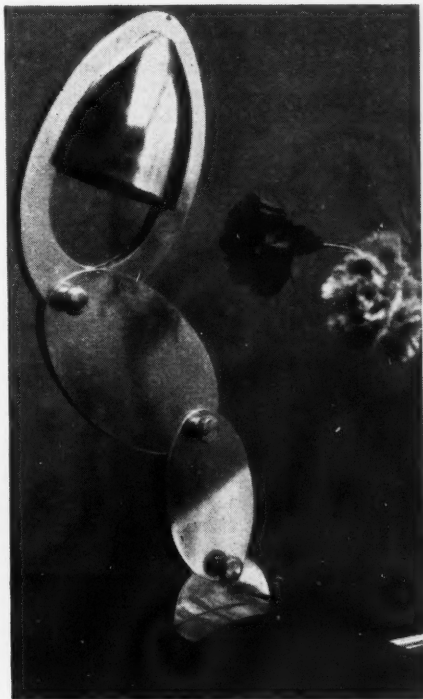


Photo by Bonney.

GOOFY?

Maybe, but in France this "Cactus" table lamp represents the latest thought in portable lamp design. Designed by Jean Tranchant, it is made of metal, glass, plaster.

LIGHT, INC.

"Light, Incorporated," (see page 79), a model store which demonstrates every type of good lighting to be found in the modern merchandising establishment—from the high class small specialty shop, to the mammoth department store—has just been completed at General Electric Lighting Institute, Nela Park, Cleveland.

Every type of lighting for the small store is demonstrated.

TWILIGHT ZONE

TO one type of thinking in the electrical industry, future development, revenue, can only come from more intensive building-up of the market for domestic appliances; to another "its greatest future growth lies in the undeveloped field of lighting." Each has its staunch adherents.

To the Westinghouse Lamp Company, the staggering size of the job ahead in commercial, domestic, street, building illumination, presents the greatest challenge to the industry. A job, too, that will require the active participation of manufacturers, central stations, retailers. For them, too, the profits.

Credit goes to Westinghouse for naming poor illumination aptly: "The Twilight Zone"; for presenting a complete plan suitable for adoption by power company, dealer, all interested in increased lighting sales. Labelled the Twilight Zone Plan, its ten elaborate brochures outline a direct approach to seven major lighting markets: street lighting, flood-lighting, store and commercial lighting, office lighting, aviation lighting, home lighting. Here impressive statistics on lighting sales opportunities are to be found: Of the 87 per cent of factories, offices in the twilight zone, of the 900,000 retail stores underlighted, of the extraordinarily low percentage of decent illumination in the country's 20,000,000 wired homes.

Most important in the Westinghouse presentation: A complete plan offered the central station, retailer, in tackling his portion of the market for lighting sales; a schedule of advertising to be run in business and consumer magazine to make the Twilight Zone as familiar as Squibb's "The Danger Line."

EX-SOLDIERS SELL

SEMI-ANNUALLY, yearly, it is the custom of power companies to make special drives on lamps. Employees are tied in, salesmen turned over to the event. To the practice, Public Service of Colorado brought a new angle recently; turned over its entire Mazda lamp campaign to unemployed war veterans.

Cooperating with the Department of Labor official, R. D. Mickle, in charge of Denver Bureau for Unemployed Veterans, G. B. Buck, new business manager, E. M. Rowland, merchandising superintendent for the power company, put ex-soldiers through brief training periods, gave them cartons of lamps, turned them loose. Radio announcements, other publicity, got the message of their unusual selling plan to the public; orders for lamps were telephoned in even before doorbells were rung.



MRS. ELIZABETH TODD

Hers the job of saving the eyesight of Westchesterites.

LIGHT EDUCATOR

CUSTOMERS of the Westchester Lighting Company take their home lighting seriously. They have been taught that a lamp is something more than just a source of light. They know that in addition to enhancing the decoration, furnishing of a room, a lamp must give light of the right quantity, quality. Lamp shops located in the various branch offices of this Company are in charge of a lighting specialist, a woman who has made a study of home lighting.

Home lighting education is given the women in the Company's territory through lectures on home decoration in which, of course, light plays a large part. Interest in lighting is further aroused by lamp shade classes. One of the services offered by the lighting specialist is that of adviser in home decorating, home lighting. At the customer's request, a home lighting specialist will call, make a survey of lighting equipment. Recommendations of equipment needed to bring the lighting of the home to the standard set for good home illumination, follow.

Mrs. Elizabeth Todd, is lighting specialist in charge of the lamp shop in the New Rochelle district office of the Westchester Lighting Company. In addition to a lamp showroom, the lamp shops of the Westchester Company are advisory and educational bureaus in home lighting. Because of intensive educational activities in home lighting, Westchester women make careful selection of their lighting equipment for they know that a lamp must be not only good to look at, but good to see by.

washers

TUESDAYS, THURSDAYS WIN

TO MANY department stores, dealers, electric appliance advertising is still something of a conjecture, a hit and miss proposition on which no adequate experience has been developed, no research made. To the problem recently, New York University's School of Retailing applied themselves, analyzed advertising practices of fifteen large New York department stores over a six-month period. Records were kept of every day that various items were advertised in morning, evening papers. Important to an understanding of advertising practice is the realization that on the days ads appeared it was presumed that they were selling days—days actual merchandise, in the experience of these stores, would be best sold.

Those days devoted to electric appliance advertising were Tuesday and Thursday on which seven insertions were made each day. Monday, Wednesday came next with four insertions. Friday, Saturday had but one apiece. As far as radio advertising was concerned Tuesday, Wednesday, Thursday were the days of concentration with four insertions on each day. Monday, Friday followed with two insertions.

Advertising logically should be based on sales. The experience of these department stores indicates a belief in concentrating efforts on those particular days.

BACK COVER

SINCE the time when they might be found alongside the Bible on the family library table the new mail order catalogs of Sears, Roebuck & Company, Montgomery Ward & Company have been events. Two months ago the Sears catalog appeared, now the new Ward book is out. The index has been moved from the back to the front of the book in accordance with suggestions made by the company's \$25,000 contest last year. Of special interest to the electrical business is the fact that out of 40,000 items, Ward chose a washer retailing at \$69.85 to advertise on the preferred position in the book—the back cover.

CHINK BUSINESS

APPROACHING the Chinese laundry market has always presented something of a problem to salesmen of washers, ironers. Even when the salesmen could make themselves understood, a congenital and deep-rooted mistrust of changes, new methods, made him a tough prospect. To the problem a

washer salesman (Apex) some three months ago determined to apply himself. After due contact with a few Oriental shirt-destroyers he discovered that there was one Chinaman who acted as official interpreter, business agent, general advisor to the city's almond-eyed population.

The rest was relatively easy. Obtaining an interview with the big boss, selling the idea of the washer as a splendid investment to the city's laundrymen, got the message through to the corner shops with a minimum of time, effort. One or two orders come in each week, he says.

TWINS

MANY are the strange stunts performed in the interests of publicity. Nor is there any gainsaying the



For the twins, a portable washer.

fact that what interests folks in newspapers, magazines is sure-fire stuff from the press agent standpoint. On the almost universal interest in twins, Commonwealth Edison Company, Chicago, recently capitalized during a washing machine campaign by offering, free, to every mother of twins, a portable washing machine (Whirldry). In all, 41 mothers came forward with birth certificates, in some cases photographs, were given a washer.

Interest, through newspaper publicity, focussed public attention on washing machines, brought inquiries, prospects in large numbers to the doors of the power company.

OPINIONS

TO THE problem of earning home laundry equipment, outlined by Mrs. Ralph Borsodi in our February issue, a number of women correspondents have taken exception. On the article, "The Home Laundry Earns Money" came some of the following opinions quoted in part:

Clara Zillesen, advertising manager, Philadelphia Electric Co.: "I think it has a great many points in its favor from a common sense point-of-view. As a matter of personal opinion, I am very much inclined towards a completely equipped machine at home, wherein all the home making operations can be carried on. I would rather, for example, have all my laundry work done at home, and this point-of-view has not been changed by all the extremely effective advertising the laundry machine manufacturers have done."

Lena Madesin Phillips, president, International Federation of Business and Professional Women: "Of course we all need electrical appliances. Such labor saving devices are an increasing necessity for the business or professional woman. But to recommend that a woman with an earning capacity of \$100 or even \$25 a week give up her position and her income and stay at home in order that she may save or earn \$5.14 or even \$8.16 once a week—well, it may sell a magazine article but it won't sell washing machines or effect women gainfully employed."

Phyllis Dunning, Society for Electrical Development, Inc.: "Electrical equipment must be sold on a *saving* and not an *earning* appeal. If women like to do housework, and lots and lots of them do, they think of their spending in terms of saving. They save so much by trading at a chain store and so much more by making Johnny's clothes. If they don't like housework, and lots and lots of them *don't*, they want to earn their money outside the home and still want to save in the spending of it."

Myra Jane Robinson, home economist: "I agree, absolutely, with Mrs. Borsodi's statements concerning the comparative cost of having the laundry done at the steam laundry and doing it at home. In several dozen cases studied by my students during the last four years they found that in every case it was cheaper to have the laundry work done in the home with electrical equipment where electricity was available than to send it to the steam laundry."

Sophia Malicki, Middle West Utilities Company: "Many of the women who are not sending their laundry away will use laundry equipment generously if its initial cost is anywhere within their reach."

home service

ALL AT THE CONFERENCE

AS this Home Service page is being written, home service women are making final preparations for a journey to Chicago to attend the Second Annual Home Service Conference which is being held March 23-26 at the Edgewater Beach Hotel. Unfortunately, the Conference will be in session as this, the April issue of *ELECTRICAL MERCHANDISING*, goes to press, so that the report of the Conference must be held over for the May issue.

FOR BRIDES ONLY

HOMEMAKING, or housekeeping, from the ground up, is taught the bride fortunate enough to set up housekeeping in Pittsburgh. Karen Fladoes, home service director for the Duquesne Light Company, is conducting a series of six homemaking classes for brides. The legal record furnishes the names of the young people to whom a marriage license had been granted and to the girl is sent an attractive little folder explaining the services of Utility Hall (home service headquarters) and its features of special interest to young housekeepers. The bride is thus taught those elementary principles of housekeeping for which time could not very well be afforded in a general demonstration given before older and more experienced housewives.

HOME SERVICE BY MAIL

IN Fresno, California, in the territory of the Valley Electrical Supply Company, the spaces are so wide, so open that it is difficult for the Home Service department to make instructive, follow-up calls on range sales promptly enough to avert all complaints. To forestall questions on range operation, to catch any misunderstandings before they become matters of importance, May E. Layton, directing home service for the Fresno Company, has installed a mail department in her home service work.

All range installations are reported to her desk on the date made, are entered on cards, which then become the permanent record of the customer on which all later calls or correspondence are noted. A day or two is permitted to elapse to allow the customer time to become acquainted with her range and to develop any questions which she may have to ask. A letter is then sent her, enclosing a few hints and directions for range operation, inquiring whether the range is operating to her

satisfaction, whether she has received her range instruction book and whether or not she feels that she is fully familiar with the use of the range. These letters bring replies in about one case out of four, the remainder undoubtedly representing homes where no further instruction is needed. Of those who reply not more than a small percentage have questions to ask.

In this way, the few cases requiring immediate attention are brought to the surface and the home service woman can call at these homes at once, leaving the others to receive attention at a later date. The department has kept careful record of the number of range complaints received before and after this system went into effect, has found that they were almost entirely eliminated by thus uncovering and solving the misunderstanding before it became serious.

SHE RIDES A BICYCLE

THE prize for attendance at home service demonstrations (if we had a prize) should go, we think, to a customer of New York & Queens Electric Light & Power Company. Doris Scott tells of a woman customer who uses a bicycle as the means of transportation to home service meetings. This customer, unlike those who arrive via automobile, has no parking problem. There is a touch of the Mauve Decade and a decidedly Old World flavor in this method of transportation in a busy urban center.

COOKERY COURSE

TWO short courses in electric cooking and cooking equipment were given by the Home Economics Department of the Edison General Electric Appliance Company, Inc., 5600 West Taylor Street, Chicago, from March 16 to 21, inclusive and from March 26 to April 1, inclusive. Information concerning courses may be obtained from Frances Weedman, Manager of the Company's Home Economics Department.

BOYS LIKE COOKING

TO the older folks, things seem pretty much mixed up. Girls like to drive automobiles, fly planes, engage in manly sports, work; men, on the other hand, are learning to cook, to help with the housework, which, incidentally, will make the boys of the Old School turn over in their graves. Changing days.

In an illustration appearing on this page there is a group of future husbands and fathers, learning the rudiments of cooking and of keeping house electrically. And they like it, too, says Helen Hance, home economics director for the Westchester Lighting Company, Mt. Vernon, N. Y. This Company operates an educational bus equipped with electrical household appliances, which tours the Company's territory, and in which lecture-demonstrations of the various appliances are given to groups of housewives, school children.



While their sisters play baseball, these boys get a kick out of trying their hand at cooking. Westchester's Educational bus is completely equipped with appliances.

cleaners

SUBMARINE

CONTESTS, items of news in the daily papers rarely fail to have a certain psychological effect on salesmen. To them the quality of struggle involved whether it be an airplane race across the Atlantic, an auto race across the continent, a mountain-climbing expedition up Mt. Everest, or a turtle race down at Miami, he is all attention, all sympathy. Sales managers of retail sales crews have not been unaware of this, capitalize it shrewdly. Last summer the Associated Gas & Electric's Refrigeration Jubilee, featured a flight to the South Pole: Byrd was on his epic journey.

Most recent appliance manufacturer to make good use of the news element in sales contests was Premier Vacuum Cleaner Company. For the first two months of the year, 2,000 retail salesmen of the Premier Company read with increasing interest of the plans under way for Sir George Hubert Wilkins to start for the North Pole in a submarine under the ice. Forthwith Premiermen descended imaginary conning towers, waved a last good bye to other diversions, submerged—themselves in their work. On the "Dash to the North Pole" it was necessary to make 35 floor model sales during the contest period, bonuses, prizes going to the men selling ten floor models or more.

First and most successful to emulate the bearded Sir George, was A. E. Bassett of San Francisco who sold over 60 floor models before the end of the contest, became champion Premierman.

CLEANER SURVEY

AFTER twenty years of vacuum cleaner selling it would be of interest to find out what the American housewife thinks about the cleaner she has been using, how long it should last, what a good cleaner should cost, whether they had any ideas about design, finish, accessories. So felt the Eureka Vacuum Cleaner Company, set themselves recently to get housewives reactions to just these things. To a hundred women in 67 different cities went the surveyors with pad, pencil.

Illuminating was the wide variety of answers to most of the questions. To the question of price, Eureka said, the most marked differences of opinion were expressed. Greatest number however, thought between \$50-\$60 fair. To the question of a vacuum cleaner's longevity came also some curious replies. Oversold have been the women on the wearing qualities of the cleaner. The greatest proportion thought ten years about right; the next largest



A. E. BASSETT

He beat Sir George to the North Pole. (See Submarine.)

group felt the product they purchased inferior unless it stood up for fifteen years! Not so particular is the housewife on the ability of the family automobile to remain upright. A year's use seems to her about right.

Two to one the women favored the small hand cleaners over a set of attachments. Next in the order of their importance were questions concerning moth control, voted for heartily.

Suggested: Dustbags that were emptied more easily; rubber bumpers to prevent furniture marring; tilting device to roll the cleaner from rug to rug; differences in handle grips.

DAILY QUOTA

TO the dealer in 1931, the problem of surpassing sales records of 1930, the year before, is constantly before him. Many have no set method of determining just what their position is in comparison to previous seasons.

Reported in the Hoover Company's organ, Hoovergrams, is the case of a dealer A. W. Sikking Company, Springfield, Ill., who increased sales 25 per cent in '30 over '29, some \$12,000 worth of business in all, only 10 per cent of which was the result of store sales. The record for '30 was set in the first seven months of the year by the simple expedient of setting themselves a quota on vacuum cleaners that was broken down to monthly, weekly, daily figures. One sale was made they say, for every five demonstrations.

Interesting too was Dealer Sikking's "perpetuated customers." When a woman was within one or two payments on a particular appliance the machinery of selling is set up to develop her into a buyer of another. The firm merely capitalized on the good will that usually exists when the customer has finished paying for a product.

HEALTHMORE PLAN

MAKING vacuum cleaner salesmen satisfied with their earnings (which in these hard times is not always easy) takes a variety of forms. Latest dodge to be reported comes from Healthmore Sanitation System, Chicago. Reporting a 45 per cent increase in business over '29, payments in commissions to salesmen amounting to \$339,000, the company have instituted a co-operative savings plan for salesmen that has some new slants. The company starts a saving account in the name of the salesman; when the account reaches the \$500 mark, he is allowed to participate in discounting customer paper which, as the company is making money, is a profitable investment. M. J. Callahan, formerly of the Airway company is president of the Healthmore organization, A. E. Kraemer, sales manager.

FOR EMPLOYEES ONLY

OF INCREASING interest to power companies are employee campaigns. Recognized is the fact that with a bunch of their own workers actively buying, using appliances, it means more current sold, more enthusiastic salesmen of the electric idea. To the Kansas City Power & Light Company, the problem is not only one of interesting employees in refrigerators, ranges, but of the more humble items — radio, clocks, cleaners, heating appliances.

In January, employees bought, at special prices, 25 radio sets (Bruns-wick); in February 46 clocks (Manning Bowman). At the time of writing the third monthly special is under way on cleaners (Faultless, Premier). Terms on the special offer are \$2 down, 15 months to pay, no carrying charge. Prices have been dropped 25 per cent.

AMMUNITION

KEEPING supplied with ammunition for retail vacuum cleaner salesmen, is one of the necessities of the sales-manager's jobs to keep new recruits interested. To the problem Martin L. Pierce, Sales Educational Staff, the Hoover Company, brought some new suggestions in a talk before the Electrical League of Cleveland recently. Said Mr. Pierce in part:

"My advice to every sales manager is to start a clipping file . . . put dozens of clippings about his product's history, uses, points of superiority, new applications. Such clippings may be old stuff to him. But save them — and let your secretary assemble them . . . feed them to the raw recruit."

WHAT HAPPENED IN '30

OF never-ending interest, figures, statistics on trade production, volume for the over-emphasized months of 1930, issue daily from the offices of trade associations, manufacturers or Department of Commerce fact-gatherers. Radio business, due to ramifications of its distribution system, takes two or three months of the next year to gain any adequate picture of business as it progressed in the year previously.

To *Radio Retailing*, radio merchant's business paper, sales, production figures on the industry for one of the country's most disastrous business years have just been published. Nor are they figures which will cause any great amount of rejoicing. Compared to a dollar volume decline in the domestic appliance industry of 8½ per cent for 1930, radio business fell off 40 per cent. Radio suffered to much the same degree as did automobile business which fell off 38.7 per cent in passenger car sales, according to the National Automobile Chamber of Commerce.

Dollar Volume Down

Curiously, in the radio situation, unit sales of receivers, tubes, did not reveal any such drastic slump as might be supposed. People did not stop buying radio sets—3,828,000 were sold compared to 4,438,000 for '29—but significant price reductions plus the popularity of the midget accounted for the discrepancy in unit sales and dollar volume. Dollar volume on radio sets slumped 44 per cent—\$332,198,000 in 1930 as against \$592,000,000 for 1929. Chiefly responsible for the dollar volume drop was midget model values,

general price cutting, increased saturation, depressed business conditions.

Most striking, however, was the formidable march made by midgets; not a serious radio factor until September, volume grew so in the last three months of the year that 1,130,000 units were sold—30 per cent of total unit sales. For 1931 it is estimated the ratio will increase to 50 per cent or more.

For radio men interested in the breakdown of sales figures for the year, the following will be pertinent: Consoles, 2,542,000 sold; retail value \$241,490,000. Midgets, 1,130,000 sold; retail value \$56,520,000. Combinations (Radio-Phonographs), 155,400 sold; retail value \$34,188,000. Total set sales: 3,827,800; retail value \$332,198,000.

To home radio sets may be added automobile radio business. Figures: number sold 34,500; retail value \$4,519,500.

Tube Business Better

The tube business, while also fairing poorly, did better than receiving set sales. Tube business, on the whole, was off 25 per cent; 52,000,00 tubes were sold at retail value of \$119,600,000.

To the radio industry most significant trend is the reduction in unit prices. In 1928 radio sets sold on the average of \$115; in 1929 for \$110; in 1930 for only \$81.50. To radio men, then, the question is one of reorganizing, of handling comparable number of units at practically one-half the dollar total. Selling, in other words, will have to be twice as energetic if the same dollar volume is to be maintained through 1931, 1932.

The bright side of the picture: Considering replacement and "additional set" opportunities, a future market for 8,000,000 radio sets exists in the home

(ELECTRICAL MERCHANDISING, March). New developments in battery sets for the farm represents a growing market.

MIDGET



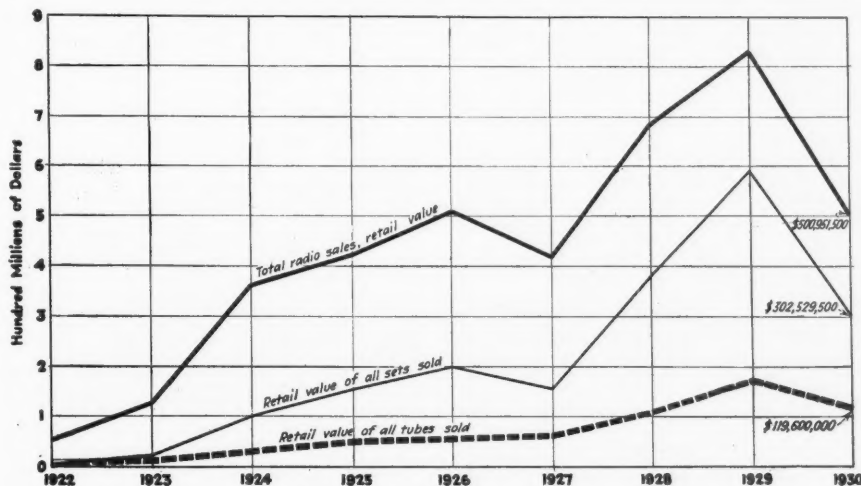
IT MEASURES only 27 inches from bumper to bumper, will go 72 miles per hour, 33 miles on a gallon of gas, is hailed by its inventor, S. Discenza, Hartford, Conn., as the aristocrat of midget motor cars. Most interesting is the fact that despite its size it is equipped with a standard automobile radio (Bosch).

R.C.A. REPORTS

TO its 85,000 stockholders, Radio Corporation of America, giant holding company of the radio interests, issued recently its yearly report, appraised succinctly its position, glimpsed shrewdly ahead.

Gross income for the corporation, its owned subsidiaries during '30 was \$137,037,596; net income, \$5,526,293. Dividends on preferred stock paid during the year: \$5,206,000; dividends on common stock: none. Net income for '30 was approximately one-third of the '29 figure. Reason given: Decline in consumer purchasing power throughout the world; wide spread liquidation of radio sets forced on number of manufacturers.

Ready is R.C.A., according to the report, to begin production on a commercial basis of home talking picture apparatus, aimed at a market of 20,000,000 homes. Television, it was intimated, was not sufficiently advanced from the laboratory stage to make its commercial manufacture feasible. National Broadcasting Company, the report said, was now on a paying basis.



Where the lines dropped: In 1926 unit sales, dollar volume of sets slumped. In '27 it went right on up. What will happen in '31?

ranges

ELECTRICITY VS. CANNED GAS

The Competition

EARLY in 1929 the electrical industry of the Pacific Coast was worried by the threat of a new type of competition. In addition to the formidable rivalry of natural gas, two new products had appeared on the market, (1) propane, sold by Standard Oil, Shell Oil under the name of Flamo, Shellane, (2) buthane; both invading rural territories hitherto free from competition. The first of these is marketed in tanks installed in a steel cabinet outside the farm home; the other is sold in large tank cars from which an entire community, large industrial establishment can be served.

Both offered the possibility of gas service in districts where gas had not previously been available; both were looked upon with alarm by power companies which served the agricultural districts in the San Joaquin, Sacramento Valleys.

The Valley Electrical Supply Company, Fresno, faced the situation. The competition was not to be despised. Here was gas of high B.t.u. content, selling at prices which placed it about at the level, in heating efficiency, of 1c. to 1½c. per kw.-hr. electricity. The two oil companies had been wise enough to take the dealers into the picture. Experts were sent into the field with a complete set-up in a truck which could be backed up to the door of the farmhouse for demonstration—but the companies sold no gas ranges. Hardware dealers, drug stores, general stores in rural centers were approached, asked to stock gas ranges, to keep one always on display with the new gas tank, attachment ready for demonstration. In return the prospects uncovered by the cross country canvass, field demonstration would be sent in to make their purchase of equipment through the dealer. The proposition looked attractive, many dealers came in, among them a number who had been pushing electric ranges.

How It Was Met

WHAT was to be done? H. H. Courtright, president, Valley Electrical Supply Company, studied the situation, found in it a number of encouraging elements.

Typical installation of Flamo, Shellane consisted of a steel cabinet which enclosed two tanks of compressed gas. This is leased to customers at a cost to them of \$38, or \$39.50 if they prefer to make the payments over a ten month period. In addition the house must be

pipied for gas. Inasmuch as the installation is usually made in a home already constructed in a district where the use of gas was not anticipated, this is usually an additional expense.

Propane, the gas used in these individual home installations, has a boiling point of 44 deg. below zero (Fahrenheit) and the tanks carry a pressure which varies from 92.4 lb. at 60 deg. to around 225 lb. in summer temperatures. Protection against high pressure in the house pipes is maintained by a mercury valve; against fire by fuse plugs within the tanks which melt at 165 deg.

An ordinary gas range can be used with special adjustment of the burners, but the companies urge purchase of a good range of the special design which has been shown to be most efficient. The price of a gas range varies from \$25 to \$200, the higher type ranges, which are recommended, being not incomparable in price with electric equipment.

The installation further suffers from all the limitations which are inherent in the use of any gas fuel. The householder is still without electric lights, the convenience of power for ironing, cleaning, radio, general farm use.

Armed with these facts, electric range salesmen were sent out into the territory to meet this new competition. It was determined that nothing should be said on the subject of safety, but that the natural advantages of electricity in convenience and cleanliness should be emphasized.

What Happened

WHAT happened? Somewhat to the surprise of all concerned, more ranges were sold in this territory than ever before. It is time just here to give the figures.

ELECTRIC RANGES SOLD IN SAN JOAQUIN DISTRICT (Power Company and Dealer Sales)

	Quotas (kw.)	Sales (kw.)
1925	—	8,340
1926	10,800	11,500
1927	12,000	12,390
1928	15,000	19,035

ENTER PROPANE

1929	16,500	23,709
1930	18,150	20,480
1931	20,845	

In other words, during the year following the entrance of propane competition, 4,674 kw. more electric ranges were sold than during the record year just preceding. Reasons:

1. The power company recognized the necessity of adopting a more liberal rural extension policy, particularly in allowing a longer time over which payments can be met. The farmer now is allowed a three-year instalment period.

2. The stimulus of competition brought out a greater activity on the part of the company salesmen. They went out and sold ranges.

Arguments

SOME of the arguments used:

1. The initial cost is comparable. The installation charge and cost of piping for gas is not dissimilar to the wiring cost for the electric range. Good cooking equipment is about on the same price level for both gas and electricity.
2. There is no great difference to be anticipated in the cost of operation. The first two tanks of gas are sold at rates varying from 10½c. to 13c. per lb. in different localities, the price being reduced in case more tanks are used within the month, with 4c. per lb. for wholesale use. The ordinary householder does not ordinarily use enough to have his rates fall below the maximum price. Electricity, on the other hand, is available for so many uses other than cooking in the home that the householder usually reaches the lower rate levels. In making comparisons, it should be noted that the superior insulation of the oven and automatic features of the electric range make for economical operation. In househeating the necessity for special ventilation where gas is used calls for heating an additional volume of air. Corresponding heat unit costs should therefore not be used. In practical experience as shown by actual bills, the cost of operation is so nearly the same for the two types of fuel that this presents no barrier to the sale of the electrical installation.
3. The great argument which sells electricity to the farm home is its superior cleanliness and flexibility. The housewife wants electric lights, she wants electricity for her other household operations. The farmer's family would like to be able to eliminate batteries from their radio set—the farmer is interested in the possibility of saving money through the application of electricity to his farm problems. None of these advantages are available unless electricity is brought to the farm.

ranges



OUT WITH THE GAS—IN WITH THE ELECTRIC

To Valley Electric Supply Salesmen not even a recent installation of canned gas (see story) spoiled an electric range sale opportunity. Propane, butane competition only jumped electric business.

Such considerations as these led to an unexpected development in the competitive situation. It was soon discovered that the competition itself was actually increasing the sale of electric ranges! That is to say, the active campaign of demonstration and field canvass of the oil companies was bringing the question of improving farm conditions actively to the front on many farms not yet served by electricity. Offered the opportunity of putting in a canned gas installation, the farmer came in first to see what chance there was of obtaining electricity. With the new liberal policy of rural extensions in force, most of these questions resulted in actual applications for service, in subsequent purchases of electrical equipment. Sales to unsolicited prospects markedly increased!

"Get there first" is the chief lesson which the experiences of the past two years have taught. The Valley Electrical Supply Company salesmen have found that it is quite possible to sell electricity in competition with gas when neither is yet installed. After the propane installation is already in, the sale is a little more difficult, but there are numerous instances where the electric range has replaced the recently installed gas equipment. Once the ground has been won for electricity, it is counted as a permanent victory.

The Other Competition

BUTANE offers a different type of competition. This gas vaporizes at 31.9 deg. Fahrenheit and hence can be transported without great difficulty in tank cars. The entire community is piped for gas and served at normal pressure, ordinary gas equipment being used. The competition here is more comparable to that of manufactured or natural gas served in the usual manner, the only new feature being the invasion of territories hitherto unreached. Charges for this type of gas as sold in California include a \$1 service charge and a utilization charge of \$1.50 per 1,000 cu.ft. for the first 2,000 cu.ft., \$1.25 per 1,000 cu.ft. for the next 2,000 cu.ft. and \$1 per 1,000 for all over this amount. With the not unusual domestic consumption of 4,000 cu.ft. per month, this would bring the monthly bill to \$6.50.

This competition is not to be scorned. Thirteen cities already had been entered by this service in California by the first of this year and plans are under way for reaching some sixty towns in California and Oregon within the near future. City territory is not new territory to the electrical industry, however. All these cities already enjoy electric service and most of them have a high saturation in electric ranges. Approximately 40 per cent of the housewives

in the majority of these communities already cook by electricity—and these are not going to abandon the convenience of their electric range for something less efficient, nor disregard the investment already made in range and house wiring. As for those who have not yet purchased electrical equipment, the competition offers a similar problem to that already faced in larger cities where gas plants have long been established.

MR. SMITH'S JAPANESE

A SUNDAY afternoon automobile ride through one of the sections of Southern California where Japanese families till the soil, early and late, has given the Southern California Edison Company, Ltd., new names to add to its lists of electric range prospects. Richard E. Smith, advertising manager, took the automobile ride; soon after, Japanese residents received attractive pamphlets printed in Japanese, telling the story of electric cookery.

The pamphlets, illustrated with pictures of Westinghouse, Hotpoint ranges, stress the convenience of the automatic control features. This feature should have particular appeal, it was believed, to the Japanese housewife who spends a large part of her days in the field with her family.

In compiling material for the booklet, Mr. Smith found that more than 300 Japanese families in Southern California Edison territory already are users of electric ranges.

CAKE BAKING

AWAY of bringing customers into the store not only once, but twice, has been devised by the Georgia Power Company. The idea was tried out at Christmas time but could, of course, be done at any time of the year or could be successfully tied in with any holiday.

Last Fall, through its home service department, the Company baked 21,321 lb. of fruit cake for its customers. Cards placed in cashier's windows informed company customers that if they brought cakes in ready to be baked, the Company would bake the cakes on its ranges. Most batches of fruit cake material have at least five dollars worth of ingredients, said Fern Snider, the Company's home service director, in telling of this cake-baking plan. Customers were eager to take advantage of the opportunity of having their cakes baked rather than trusting them to their own oil, gas or coal ranges.

refrigeration (Continued on page 83)

REFRIGERATORS ON TOP

CONSIDERING the actual number in use, the electric flat iron is still the most widely used appliance; for many years, too, it has been the chief revenue producing appliance used in the home. For the first time, according to the statistical research department of NELA, the electric iron gives way to the electric refrigerator as the most important appliance in domestic electric service. Chiefly responsible is the fact that during 1930 the flat iron increased only 6% over the year previous in total consumption of kw.-hrs. The refrigerator, on the other hand, enjoyed a 45 per cent increase in kw.-hr. consumption. With an increase of 775,000 units in 1930, NELA estimates the number of refrigerators in use at the present time at 2,625,000. The estimated average rate would mean a total yearly revenue of \$48,600,000, some \$15,000,000 over the figures for 1929.

Radio sets show the greatest kw.-hr. increase in 1930 over 1929—83 per cent. Refrigerators come next with 45 per cent. Ranges next with 19 per cent. Water heaters follow with 18 per cent, flat irons last with 6 per cent.

Interesting, too, is NELA'S computation of the total annual revenue derived in 1930 from all domestic appliances, based on the probable number in regular service during the year. Figures are based, not on the total number of appliances in homes at the end of the year, but on an estimated figure for the average number in actual service. Figures are reproduced on this page.



The Statler Hotel was kind.

17TH BIRTHDAY

TO the Kelvinator Corporation, Detroit, came this month an anniversary—its 17th. To Kelvinator also came a cake, donated by Detroit's Hotel Statler, as an expression of civic pride in one of their great manufacturing industries. The product of Hans Gottmanns, Statler chef, the cake decorated with 17 candles, was presented to Geo. W. Mason, Kelvinator president, by J. H. Pichler, Statler manager.

ESTIMATED ANNUAL REVENUE FROM DOMESTIC ELECTRIC APPLIANCES—1930

APPLIANCE	Probable No. in Regular Service	Total Annual Revenue, 1930
Refrigerators	1,800,000	\$48,600,000
Electric Ranges	855,000	42,750,000
Flat-irons	13,500,000	41,175,000
Radio Sets	5,600,000	30,744,000
Vacuum Cleaners	6,350,000	13,945,000
Toasters	3,100,000	9,455,000
Water Heaters	155,000	9,300,000
Percolators	2,400,000	7,320,000
Washing Machines	4,600,000	6,735,000
Fans	3,925,000	5,740,000
Oil Burners	515,000	5,562,000
Ironing Machines	492,000	3,752,000
Space Heaters	1,325,000	3,233,000
TOTAL		\$228,311,000
All other Appliances plus lighting		440,189,000
Total Sales, 1930, Domestic Service (Preliminary Estimate)		\$668,500,000

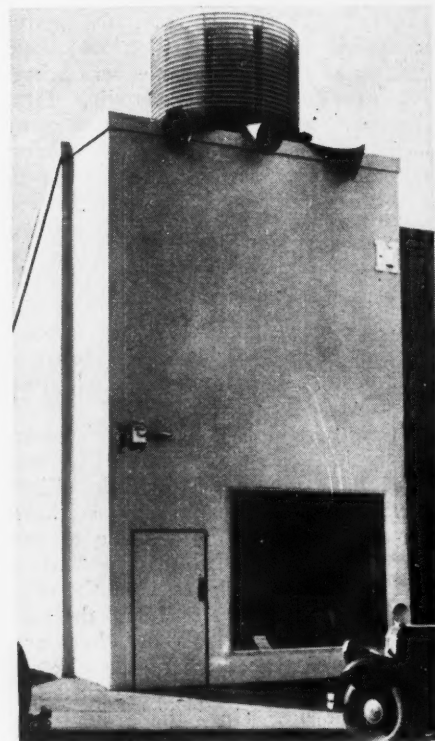
BUILDING

SPREADING the advertising dollar to include signs or delivery vehicles made to resemble, as far as possible, the product sold became popular a few years ago, would appear to be on the increase. No advertiser, merchant, as yet would seem to have gone as far in this particular trend as the organization of Judson C. Burns in Philadelphia, distributor for General Electric refrigerators.

Already distinguished (and in these pages) for having Albert Matsinger, national champion of all G. E. refrigerator salesmen, Judson C. Burns has so far endeavored to make his Quaker City neighbors refrigerator-conscious that his latest building, showroom, on 69th Street, has been constructed in giant replica of the product which it is his business to sell.

Complete in every detail from monitor top, G. E. symbol, to hardware on hinges, door, the refrigerator building is faithfully reproduced in exact proportion to the numberless smaller models tucked away in its interior. On the opening night of the new building more than 500 people took occasion to visit the structure.

To Distributor Burns, his salesmen, it might be pointed out that in the only detail which the refrigerator building does not correspond to the real thing—the temperature within—it is perhaps just as well; their sales enthusiasm might be cooled.



It's over 50 degrees inside

Electrical Merchandising, April, 1931

A FARM TO FARM SURVEY

of 3,031 rural customers was made by the Alabama Power Company to determine how farmers are and contemplate using electricity. The survey included a list of equipment used by each customer interviewed and a list of additional equipment that each customer intended to install.

Electrical Equipment on the Farm

Item of Equipment	In Use	Customers Surveyed	Expect to Buy
Irons	2,089	68.0%	96
*Ranges and Hot Plates	547	18.0	140
Water Pumps	493	16.3	509
Fans	392	12.9	17
Radios	383	12.6	16
Refrigerators (Household)	309	10.2	196
Percolators	167	5.5	0
Toasters	115	3.8	1
Waffle Irons	93	3.1	1
Churns	89	2.8	45
Vacuum Cleaners	67	2.2	5
Washing Machines	60	2.0	12
Sewing Machines	59	1.9	3
Water Heaters	47	1.6	14
Space Heaters	38	1.2	0
Air Pumps	38	1.2	6
Miscellaneous Motors	37	1.2	24
Grills	35	1.1	5
Dairy Refrigerators	21	.7	11
Battery Chargers	20	.7	0
Incubators	20	.7	4
Drills	15	.5	0
Milk Machines	13	.4	5
Cream Separators	11	.4	2
Brooders	11	.4	1
Bottler Washers	8	.3	1

FARMING FOR PROFIT

How Alabama Power is developing a market for equipment, appliances, on 10,000 electrified farms

*Photographs courtesy
ALABAMA EXTENSION SERVICE*



An Alabama farm wife with her electric range

TO THE power company, rural development programs must of necessity take into consideration the education of the farmer. Education usually, as to the comfort, convenience and modernization The Alabama Power Company, de- which electrical equipment brings.

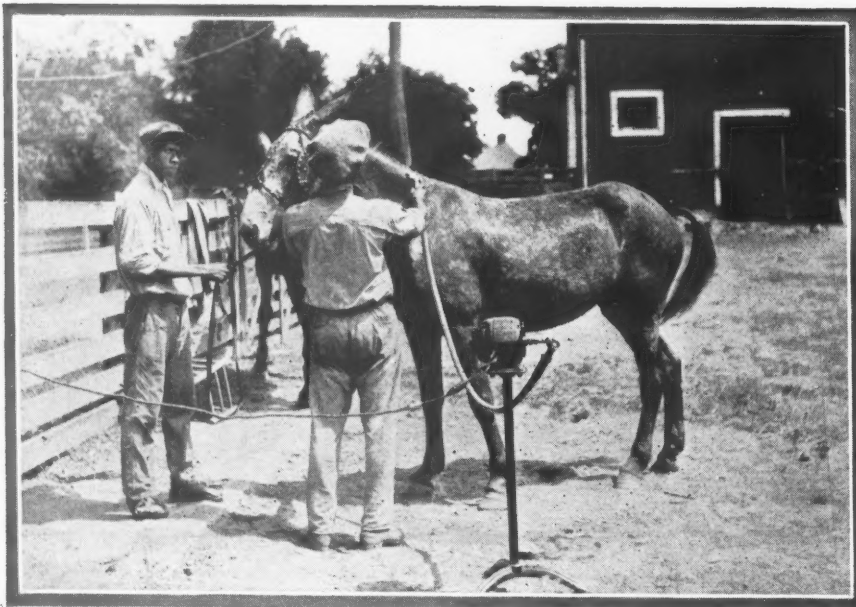
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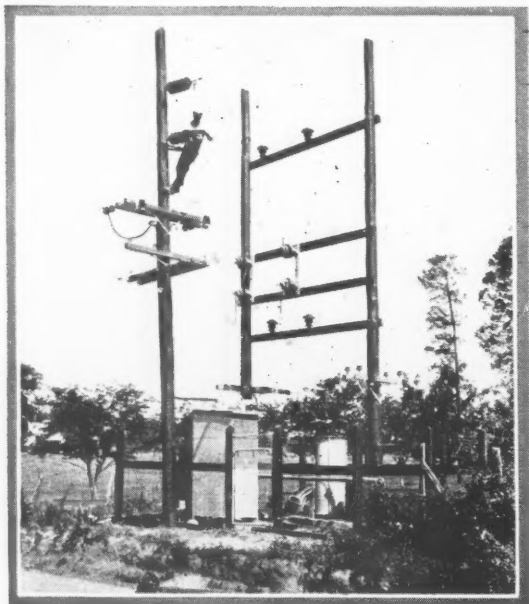
A typical Alabama home which finds profitable use of electricity

FARMING

(Continued from



Electric clipper found useful



A typical substation serving an Alabama rural community

sirous of carrying on a complete rural electrification program, has based its major message to the farmer on a single appeal point — that electricity will not only pay for itself but will increase the farmers' income. To the agricultural engineers of the company, the program has been more than successful — it struck directly at the problem in which the farmer is personally concerned. The approach, too, was calculated to inspire the farmer's confidence

in the power company's desire and ability to help. At the first 58 meetings held in rural communities, the staff of agricultural men talked to some 7,000 farmers on their particular problem of increasing income. Actual selling had no part in the proceedings. To the contractor dealers and the company's merchandising department this particular angle was left.

Serving at the present time 10,354 farmers, with current available to more than 30,000 farmers over 1,800 miles of electric lines, the development program has a clearly outlined objective. Confident is the power company that its methods are right. Beginning active rural development some three years ago, the company now has 10,000 rural customers, all of whom are using electric light. In addition, the following appliances have been sold: 1,000 electric ranges, 1,000 radios, 1,400 electric water pumps, 300 electric churns, 200 washing machines, 1,000 electric refrigerators, other small devices. From 383 kw.-hr. a year, which was the average rural customer usage in



Truck farm being irrigated by water pumped electrically

FOR PROFIT

page 63)

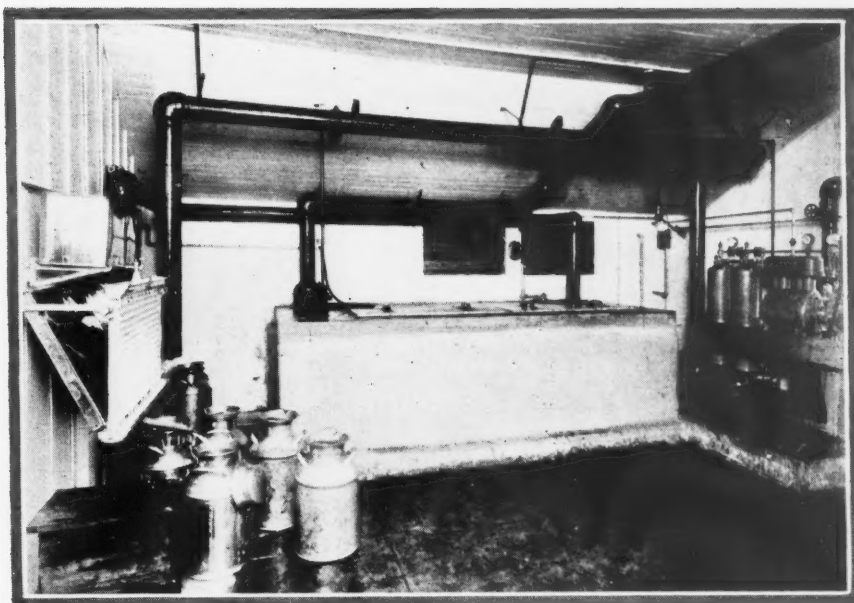
1924, use has increased to an average of 840 kw.-hr. annually. In some instances, rural customers for as long a period as five years have been using current at the rate of 993 kilowatts a year.

To E. C. Easter, Chief Agricultural Engineer, the dairy farm is in greatest position to use electric service. Reason: milking, washing utensils, cooling milk are done twice daily thruout the year. 100 Alabama dairymen are using electrically operated refrigeration equipment. In addition, lighting, pumping water and grinding feed are important.

Poultry farms also show profitable use of power. Here electricity is used for incubation, brooding, feed grinding, pumping water, hen house lighting for increased egg production, refrigeration. In hen house lighting it was found that additional feed cost amounted to 50c per day, electricity to 5c per day. Production increased by five dozen eggs at 40 cents a dozen. Net profit to poultry men: \$1.45 per day.

More and more farmers are using household electric refrigerators, storing surplus milk and butter for market. Savings on food in a year more than pay the bill for lighting, water pumping, refrigeration.

Farmers, it was found, were willing to learn, were surprised at some unusual uses. Instance: an electric light hung from a pan of water and oil checked the moth which produces the tomato fruit worm, enemy to the fruit farmer, responsible for the loss of some 35% of his tomato crop.



Refrigerating equipment in an Alabama dairy



Electric water pumps are in common use.



Electric light hung over pan of water and oil catches the moth which plays havoc with tomatoes

It sells

*Beauty Says STOP...
Quality and Price Say
BUY*

It's new! Radically new—and its tremendous EYE-APPEAL produces sales in an unbelievable way!

A salesman with a new Eureka De Luxe stepped into an elevator in Fond du Lac. On the down trip three passengers announced themselves as prospects. No ordinary vacuum cleaner would attract such attention. Score a hit for EYE-APPEAL.

A woman walked into a Detroit store and asked to purchase the Eureka with the new red bag, even before the Dealer had them on display. She had seen it on a table in another dealer's store. That's EYE-APPEAL.

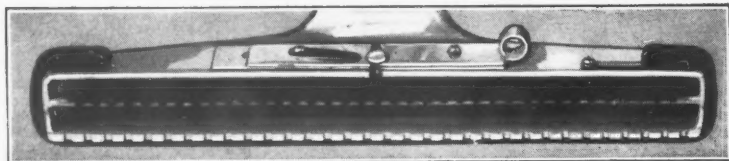
Six De Luxe Eureka's were sold from a table the first day in a large Chicago department store. Ordinary vacuum cleaners don't sell that way.

Down in Savannah, the Eureka dealer sold 12 De Luxe cleaners in the first 3 days, while the dealer in Johnson City, Tennessee, helped himself to 7 De Luxe sales the first 2 days.

And so it goes in all cities where the new Eureka De Luxe has been introduced.

The New Full-Floating Brush

The new Eureka *full-floating brush* now allows for the natural wear of the bristles not possible in any other type of brush. By spring pressure it rides on the surface of the rug and produces positive brush action without the use of little rubber belts or gears. You should see it remove surface litter. When not required, it can be snapped back into its separate compartment by a sliding lever on the back of the nozzle.



\$59⁵⁰

ATTACHMENTS

\$9⁵⁰



on sight!

The New Eureka De Luxe . . . with Full-Floating Brush, Red Leatherette Bag and 14 Other Major Improvements

The new Eureka De Luxe is "made-to-order" for those dealers who hope to increase their vacuum cleaner sales by a successful attack against the tremendous replacement (trade-in) market. It provides an unusual margin of profit to Franchise dealers, including advertising, sales promotion and trade-in allowances.

It is radically different from any electric cleaner now in use, and therein lies its great replacement value.

The tremendous EYE-APPEAL of its beautiful red leatherette bag—its *new full-floating brush*—tilting device to aid in cleaning small rugs—detachable handle and nozzle—four wheels and rubber bumper—super-suction—the extra, 20-foot extension cord—giving the user a 40-foot cleaning radius—floor polisher and sanitor for moth control—are features that enable Eureka salesmen to obtain the majority of their sales within an hour from the time they enter the prospects' homes. Never have they seen such a cleaner!

There's no doubt about it—the Eureka De Luxe is THE vacuum cleaner for the replacement market. And what a market it is! Of nearly 10 million electric cleaners now in operation, more than *one million* are worn out and ineffective, and should be traded in.

Eureka's strong position in this great, permanent, steadily growing market deserves the consideration of every vacuum cleaner dealer. There are nearly three million Eureka's in use. They are owned by women who value Eureka quality, who realize that Eureka is competitively priced, and who will prefer Eureka when they replace their old cleaners.

If you wish to share in the increased profits just ahead, let us show you the new Eureka De Luxe, tell you about the tested advertising plan behind the product, and explain the unusual cooperation that Eureka extends to all dealers. Write or wire for an interview with the nearest district manager.

EUREKA VACUUM CLEANER CO., DETROIT, MICH., U. S. A.

Largest Manufacturers of Vacuum Cleaners in the World

(679)

Canadian Factory, Kitchener, Ont. Branches: 8 Fisher St., London, W. C. 1, England; 299a-301 Castlereagh St., Sydney, Australia

EUREKA

DE LUXE
VACUUM CLEANER

I N T I M A T E G L I M P S E S I N T O A N

CHROMEL-A is the original 80% nickel and 20% chromium resistor alloy, developed in 1906. The nickel is mined from the richest deposit in the world, the Sudbury district of northern Ontario. The chromium comes from the ore in the mountainous ridges of the Rhodesia territory in southern Africa; also from the island of New Caledonia, one of the New Hebrides group in the South Pacific off the east coast of Australia.

It is interesting that these two metals, so widely separated on the earth's surface, should be brought together as an alloy, that finds its way into home and industry as a vehicle for electric heat. And may we not say that nature was generous, in imparting to this alloy (CHROMEL) those properties which so well suit it, for its purpose—that is, high electrical resistance and strong heat resistance. No other alloy has these two vital properties in the required combination.

It is also these properties which allow CHROMEL to serve as the backbone of the electric heating industry, just as CHROMEL'S discovery virtually created that industry. If you'd like to be better informed about the wire that made electric heat possible, ask for a copy of "The Friendly Enemy."



Hoskins Chromel

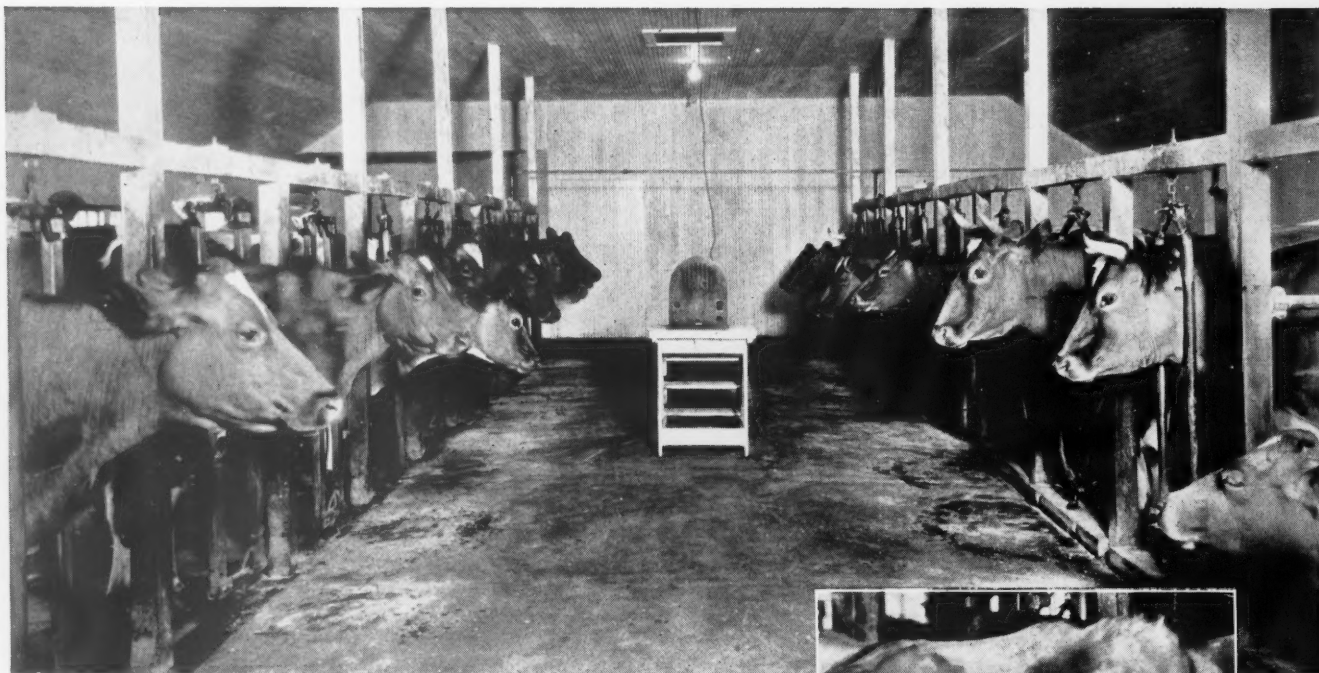
4447 LAWTON AVE. HOSKINS MANUFACTURING COMPANY DETROIT, MICH.
IN CANADA: WALKER METAL PRODUCTS, WALKERVILLE, ONT.

T H E W I R E T H A T M A D E

I M P O R T A N T I N D U S T R Y . . *No. 2 of a Series*



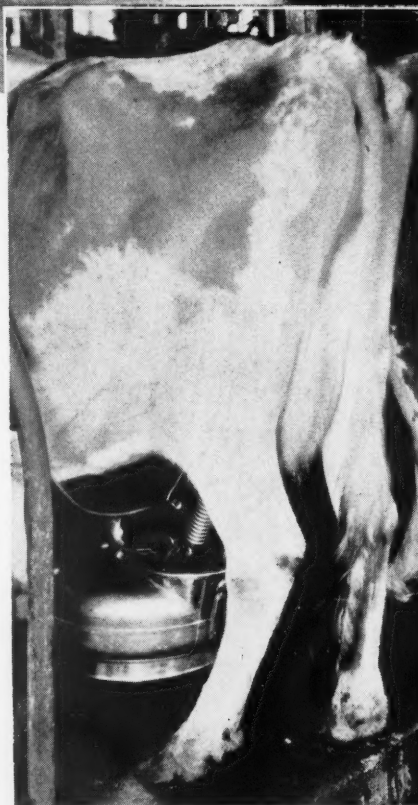
E L E C T R I C H E A T P O S S I B L E



It's the same old **COW**



*But electricity via
the milking machine,
the portable vacuum cleaner
and the radio bring new con-
venience, increased profits to
the dairy farmer*



•
(Right) Clean-
ing cows, a te-
dious operation
by hand is quick-
ly, efficiently
done with a
portable cleaner.
•



TOP

*Lighting hen houses for in-
creased egg production has
nothing on symphonies and
jazz over the radio to keep
cows contented, increase
milk flow.*

MIDDLE

*While the cows listen to the
Lucky Strike hour or Amos
'n' Andy, a milking machine
quietly, efficiently does its
work.*

•

Stony Hollow Buys..... and

Editor, *Electrical Merchandising*:

Your article "What Does Stony Hollow Care?" in *Electrical Merchandising* for March was evidently written without complete knowledge of facts and conditions and gives a wrong impression.

First, on the electric refrigerator, we had been assured that Mrs. Wieland would come into our store to look at a General Electric but as Mrs. Wieland tells the story herself, she stopped into the Utility office where they were then merchandising Frigidaires and the salesman obtained her name under the pretext of wanting to send her some new literature.

He at once sent an outside salesman to see her and Mrs. Wieland says that under his influence she signed an order and we lost out because of this very prompt work. She says she had not meant to buy so soon.

She purchased her pump and washer from a dealer brought in by the well driller and did not purchase an ironer from this dealer because a friend told her that she had an ironer attachment that was never used which she would give Mrs. Wieland. When this ironer arrived it was found to be an old model that would not fit her washing machine and so was not used for a time.

In the late summer of this year a salesman from our store sold Mrs. Wieland a model 80 Radiola and as we also sell Thors he learned about the ironer and exchanged the old type attachment for one that would fit so she is now using the ironer and has a radio. Two dealers that I know are contacting Mrs. Wieland regularly, trying to sell her a complete electric home.

This last year our electric company stopped direct merchandising and have adopted a co-operative merchandising plan in which all their effort is directed toward helping dealers sell. I can tell you as a dealer that this plan is working and I want to tell you of just that part of the plan applying to new rural extensions. Before a line is run a representative from the Hudson Valley League contacts prospective consumers, tells them the story of proper wiring and if they wish it he will give them a complete specification of a proper wiring job on which the consumer can then get bids if he wishes. The jobs are then checked by this League man to see that the consumer gets the job as laid out. No charge is made for this service.

After the consumer obtains service a company representative calls on all new consumers and tells them of the many appliances and the uses they can make of electricity. This man does not sell any particular appliance for the company is not merchandising direct but he does report to co-operating dealers all good prospects and in many cases he helps the dealer's salesman close the sale. He also is able to tell the consumer where to buy a particular appliance if consumer expresses a preference.

We have a number of dealers in Kingston who maintain outside selling organizations and these men do a lot of work on rural lines. Most sales are fought for and I think there are few customers in this territory that are neglected as your writer thinks.

R. J. HARDER, Pres.,
Harder Electrical Co., Inc.,
Kingston, N. Y.

Courtesy Discounts

Editor, *Electrical Merchandising*:

There is one subject which every magazine seems to be afraid to tackle. That is "Courtesy Discount." I know that this is an old sore, but it does not heal. Rather it grows deeper. Why don't we throw the light of publicity on this question? Why don't the retail electrical dealers have a voice in this? Why can't we be heard?

What will be the position of the dealer in this final analysis when the only person he has left to sell to is one who has no connections.

Who will be left to sell to after the thousands of telephone employees can buy all their electrical needs at 30-40 per cent off. After the Public Service General Electric, Westinghouse, and Edison employees, postmen, policemen, school teachers and department store employees buy at wholesale?

Does the manufacturer reduce his price? No.

Does the jobber reduce his price to these people? No. The only reduction is the dealers margin.

Who displays and creates desire and services this vast amount of merchandise? The dealer of course.

What right has all this army of potential customers to buy at

other news and opinions
in letters to the Editor

better prices than the rest of the citizens who are without such fortunate connections? These employees are not contributing to the success of the industry which gives them their livelihood, but are cutting their own throats as well as ours. They are killing the goose that lays the golden eggs.

Are the manufacturers and jobbers giving their soldiers of the front line trenches (the electrical dealers) a square deal? Are they backing him up? No. They are taking away his substance. Can the dealer continue to display and service and further the cause of the industry, manufacturer and jobber in the face of this situation.

I believe that if the retail electrical dealers of this nation woke up and let the manufacturer know what a serious and unfair thing they were doing to their friends they would immediately take steps to correct this grave evil.

I do not believe that they want to be unfair to their dealers. It is just a situation that they have allowed to exist because of no organized protest on the part of we dealers. In other words the path of least resistance. I also believe that the magazine or publication that takes up this fight for its readers and subscribers, the electrical dealers will reap financial rewards far beyond present expectations, even though it lost some of its present advertisers or patrons.

I would like to hear how some of the rest of the dealers in the country feel about this, and to hear some suggestions as to how to remedy this evil.

DAVID H. LANK,
Lank Electric Co.
Pompton Lakes, N. J.

New Ideas Needed

Editor, *Electrical Merchandising*:

It will interest you to know that I have just completed a trip around the entire United States stopping at the distributing centers.

Sitting in my office and listening to all the depression talk is one thing, however, one is greatly surprised at the optimistic outlook for 1931. There is one thing that is prevalent in the thoughts of the electrical, hardware, and automotive jobbers, and that is new items or new styles of merchandising.

It seems that the cut and dried methods that have been heretofore employed are looked at with not much enthusiasm from the sales manager's standpoint and it is quite evident that considerable thought must necessarily be given to merchandising for 1931.

One sales manager told me that this market was still there and that he was working night and day to offset the buying attitude of the public by having his salesmen turn his dealers into merchandisers and it must be recognized that some of the jobbers are assisting the various dealers to become merchandisers. However, enough consideration along these lines has not yet been given by the manufacturers.

This thought is passed on to you for what you may consider it is worth.

FRED P. HOWARD, General Manager,
The E-Z Electric Co., Inc.,
168 Madison Ave., New York City.

We Stand Corrected

Editor, *Electrical Merchandising*:

I always enjoy reading "Electrical Merchandising." In your February Number, I notice on page 53, the sentence:

"It is just as easy to say—Can I carry this to your Car?"

We assume that the man is not a cripple and therefore physically able to carry the Clock to the Automobile.

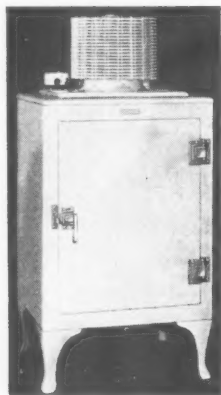
The question is: Will the customer permit it? Therefore, if the salesman wants to use correct English, he should say:

"May I carry this to your Car?"

T. M. WARREN
Morley Bros.,
Saginaw, Mich.

New MERCHANDISE

A Few of the Many Interesting Appliances that Have Recently Appeared on the Market



New Model of G-E Refrigerator

A new domestic refrigerator model, S-82, is announced by the Electric Refrigeration Department, General Electric Company, Hanna Building, Cleveland, Ohio. The new refrigerator has a capacity of 8 cu.ft. of food storage space and 13½ sq.ft. of shelf area. The cabinet is of all-steel construction, finished with a Sanak exterior and porcelain interior. The door openings and door edges are faced with black Textolite strips, secured with corrosion resistant screws and the doors are equipped with molded rubber gaskets.

A number of new features have been included in the refrigerator, among them being sliding shelves, thereby making all parts of the cabinet easily accessible; a "Du-Flex" rubber tray with stainless steel wires running along the bottom so that it is self-supporting when filled with water and yet loses none of its flexibility; two standard metal trays and one deep metal tray, equipped with covers and new tapered metal dividers making the removal of ice cubes easy. The four trays hold a total of 12 lb. of ice or 104 cubes.

Hardware of the cabinet is chromium plated and is modernistic in design. A single-acting door latch makes opening of the doors very easy.

Model D-30 refrigerating unit is used with this cabinet.—*Electrical Merchandising*, April, 1931.

Nichols Cord Protector

For use in place of the present wire coil spring on heater plugs, the Nichols Rubber Company, successor to the Cleveland Wiring Company, Box 3552, Cleveland, Ohio, has developed a rubber cord protector. This new cord protector is designed to grip the cord within the plug so that any pull or twist of the cord is not transmitted to the terminals, thus eliminating, it is pointed out, much of the cause for repair. The protector is also intended to act as an insulator, preventing shock to the user should there be a short due to inferior wire or poorly made connection.—*Electrical Merchandising*, April, 1931.

Malted Milk Mixer

The A. C. Gilbert Company, New Haven, Conn., has developed for the Kraft Phenix Dairies, Inc., a B80 Kraft malted milk mixer which will be marketed by the Gilbert Company and by the Kraft Phenix Dairies, Inc., Wausau, Wis.

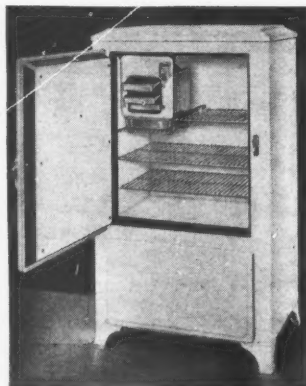
The new mixer is equipped with toggle switch and is intended for use on 110 volts, a.c. or d.c., 60 cycles or less. It is finished in green, gray and nickel and weighs 6 lb. Its intended list price is \$5.95.—*Electrical Merchandising*, April, 1930.



Leonard Moderne Cabinet

Described by its manufacturer, the Leonard Refrigerator Company, Detroit, Mich., as an outstanding example of artistry in cabinet building is the new "Moderne" cabinet just announced by this company.

The new cabinet is of unusually modernistic lines, with beveled panels. It has smooth and level table top. It is made of steel, with exterior baked-on finish of milky white. The interior is of one-piece porcelain. The hinges and latches are satin chrome finished. Other features are the Chillometer, the Defroster and the 25 per cent extra insulation.—*Electrical Merchandising*, April, 1931.



Coin-Operated Domestic Refrigerator

Announcement is made of a new coin-operated domestic electric refrigerator which can be placed in homes for the installation cost only. The user pays for his refrigeration by inserting quarters in the coin mechanism. This new refrigerator has been placed on the market by the Automatic Refrigerator Corporation, 221 North LaSalle Street, Chicago. The refrigerator is designed to provide electric refrigeration for the person who does not wish to invest in an electric refrigerator of his own.

The two units comprising the "Automatic" line are model "A" which has 4 cu.ft. of food storage space and model "B" which is a 6 cu.ft. cabinet. With the exception of the coin mechanism the refrigerators are manufactured with standard parts.

The coin mechanism is operated by a small electric motor. The small unit accommodates as many as nine 25-cent pieces at a time, each quarter affording 40 hours of refrigeration. The larger unit, "B," is set to give 30 hours of refrigeration for a quarter.

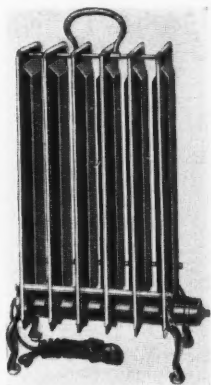
The Company also sells the refrigerator outright when the customer desires, on a payment plan through which he pays for it by inserting quarters in the machine.

Cabinets are manufactured by the Illinois Refrigerator Co.; a ½-hp. Wagner motor is used; and the Modern Die & Plate Press Mfg. Co., furnishes the compressor and evaporator which is of the brine tank type. Sulphur dioxide is the refrigerant used, with alcohol in the brine tank. A 5-position cold control, a porcelain defrosting tray and "Chill-tray" are provided.—*Electrical Merchandising*, April, 1931.

Cordless Soldering Iron

The Electric Soldering Iron Company, Inc., 135 West 17th Street, New York City, is marketing a cordless soldering iron and stand. The iron, it is pointed out, can be inserted into any socket stand, in any way desired, due to the simple construction of the terminal.—*Electrical Merchandising*, April, 1931.

New Electrical Merchandise



Imco Portable Radiator

No water is required in the operation of the "Imco" portable electric radiator of the Industrial Manufacturing Company, 79 Sudbury Street, Boston, Mass.

It has a radiating surface, the manufacturer points out, of over 1,800 sq. in. It weighs 19 lb., and is 22½ in. high, 14 in. wide and 9 in. deep. The sections are of strong sheet steel, finished in black japan, baked under high temperatures to maintain its attractive black finish in spite of heat. The edges are trimmed in highly nicked brass. The handle is aluminum and the legs are malleable iron tipped with rubber. All electrical joints, it is explained, are insulated with porcelain and fiber.

The heater is made in 6-section, 1,000 watts, or 1,000-2,000 watts with two heat controls; and in 4-section, 660-watts, or 1,000 watts, 110 or 220 volts. Intended retail prices range from \$20 to \$37.50, depending upon the size and wattage. — *Electrical Merchandising*, April, 1931.



Holophane Realite Unit

In its new "Realite" lighting unit, the Holophane Company, Inc., 342 Madison Avenue, New York City, is offering a totally indirect, ornamental and dust-resisting unit. The light control feature of the "Realite" is obtained by an internal prismatic refractor. The glassware is smooth on the outside to resist dirt accumulation and to facilitate cleaning. The refractor is concealed from view by an ornamental metal mask. All fixture parts are of aluminum and the finish is dull aluminum. A variety of other plated and painted finishes will be available at an early date. The unit is easily relamped from the bottom. It is made at present in one size only, accommodating lamps of 300 to 500 watts. — *Electrical Merchandising*, April, 1931.

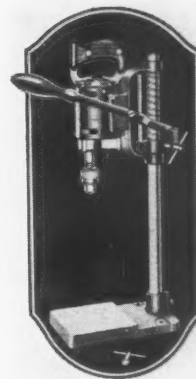
G-E Table Sunlamp

To fill the need for a portable, lower-priced unit that may be placed on table or desk, the General Electric Company, Bridgeport, Conn., has brought out its new Model G, table type Sunlamp.

The reflector unit is the same as that used in the Model B floor-type lamp, except that it is mounted upon a table-type lamp base, finished in statuary bronze.

The transformer is contained in a separate portable unit and may be placed out of sight under the table or desk. A handle is attached to the top of the case to facilitate easy movement of the transformer unit. The standard G-E, Type S-1 Mazda lamp is used in the fixture, which can be adjusted for directing the beam. To eliminate the possibility of wrong connections, a polarity plug is used to connect the lamp with the transformer; a standard plug is used to connect the transformer to the lighting circuit.

Intended retail price of the new lamp is \$59.50. — *Electrical Merchandising*, April, 1931.

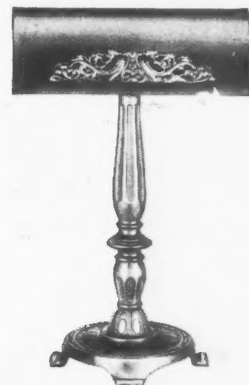


Polar Cub Drill Press

For the home workshop, the A. C. Gilbert Company, New Haven, Conn., has brought out a light duty electric drill with pistol grip handle and convenient switch. Its key-operated chuck takes any round shank drill up to ½-in. diam. It is equipped with universal 110-volt motor.

The drill is detachably mounted on a sturdy bench stand with base 9½x5½ in. with 1-in. diam. shaft standing 20 in. high.

The intended retail price of the drill press is \$22.50; bench stand, \$8.50. The drill alone is \$15. — *Electrical Merchandising*, April, 1931.



Esrobert Desk Lamp

S. Robert Schwartz & Bro., 160 Varick Street, New York City, are announcing a new and attractive desk lamp, known as No. 1561.

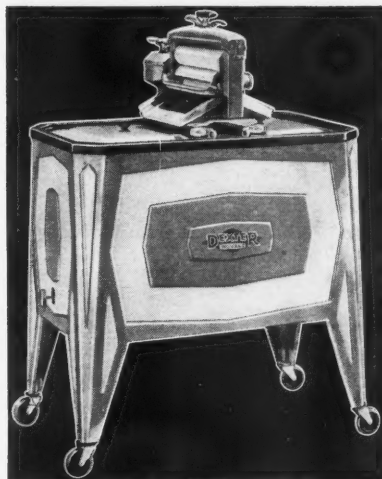
The base is decorative in design, 7 in. in diam. and felted, with matching column. The shade is 9½ x 4½ x 2½ in. Its height, overall, is about 1½ in. Finish is two-tone, in Bronzegold or Verdgold. The intended retail price is \$7.50. — *Electrical Merchandising*, April, 1931.

Dexter Royale Washer

A twin-tub washer of improved design, housed in a modernistic cabinet of two-tone green Duco finish is the new "Royale" washer of the Dexter Company, Fairfield, Iowa.

With this machine, the company points out, it is possible to employ conveniently the "two-successive-suds" method of washing, recommended by leading laundering authorities.

Features of the washer are the porcelain enameled table top in two-tone green finish to match the washer; the high-winged aluminum turbulators; compact size for a two-tub washer as its outside dimensions are only 22 in. x 35 in. — *Electrical Merchandising*, April, 1931.



Westinghouse Cleaners

Three new "Westinghouse" cleaners have been announced by the Westinghouse Electric & Manufacturing Company, Mansfield, Ohio,—a stationary brush type cleaner, retailing at \$37.50; a motor-driven brush model, retailing at \$45; and a small, 3½-lb. "Hand-Vac" made to retail for \$14.50.

The "Hand-Vac" has nozzle, motor-housing and handle of molded "Micarta." A feature of the motor-driven brush cleaner is its powerful super-suction. Features of the stationary-brush cleaner are the new, powerful motor and attractively-finished, 16-in. nozzle. — *Electrical Merchandising*, April, 1931.

New Electrical Merchandise

Servel Hermetic Refrigerator

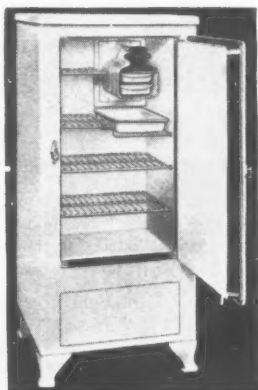
The "Hermetic" line of refrigerators of Servel Sales, Inc., Evansville, Ind., is being produced at present in three sizes. The SE-3 has net food storage space of 3 cu.ft. and shelf space of 5.25 sq.ft., ice cube capacity of 42 cubes or 4 lb. of ice. Its cabinet dimensions are 53½ in. high, 21½ in. wide and 22½ in. deep.

SE-4 has net food storage capacity of 4 cu.ft., 7.4 sq.ft. food shelf area. Freezes 42 cubes. Exterior dimensions, height 52½ in., width 23½ in. and depth 24½ in.

The SE-5 has capacity of 5 cu.ft. and 9.3 sq.ft. of shelves. Freezes 6 lb. of ice or 63 cubes. Dimensions, 55 in. high, 25½ in. wide and 25½ in. deep.

Finish of the cabinets is white Pyroxylin, one-piece porcelain interior and chromium-plated hardware.

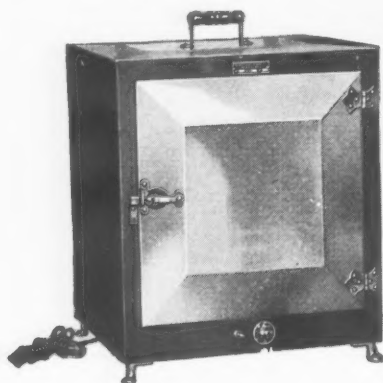
The construction of the "Hermetic" refrigerator is designed to eliminate service problems. It is offered as a "package" job, being shipped with the unit already installed in the cabinet, requiring but plugging in. The refrigerating unit is hermetically sealed in oil, protecting it from dust and rust. Intended retail prices of the refrigerators are \$165 and up, each of the three models retailing for less than \$200.—*Electrical Merchandising*, April, 1931.



Hewitt Plate Warmer

As an addition to its line of combination hot closets and plate warmers, the Hewitt Electric & Manufacturing Company, 1169 Massachusetts Avenue, Arlington, Mass., has brought out a new, small portable model of plate warmer, retailing at \$50.

The new warmer has a capacity of two dozen dinner plates and room for other dishes as well. It measures 18 in. wide, 12½ in. deep and 23 in. high over all. It has two shelves and is finished in black Duco over non-rusting steel, with stainless steel door. It is rated at 440 watts and is equipped with pilot light and on-and-off switch.—*Electrical Merchandising*, April, 1931.



Westinghouse Ranges

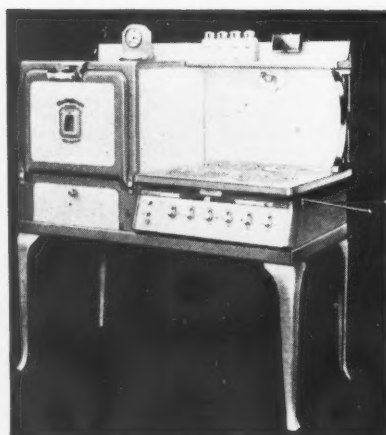
In the 1931 line of ranges announced by the Westinghouse Electric & Manufacturing Company, Mansfield, Ohio, new features of convenience are included.

The new "C" ranges are equipped with "Quick-Cook" units, a shelf directly above the cooking platform with a condiment set and an adjustable mirror, towel rack, sloping switch panel with easy-to-read lettering, smokeless broiler pan and a new tray beneath the cooking platform to keep it clean and free from particles of food. "Royale 842" range is equipped with an electric clock for automatic operation, a warming compartment and either a 7-cup percolator or portable electric cooker as standard equipment.

Included in the line, also, are the "CH" ranges for small kitchens, for use in apartment kitchenettes, summer camps and cottages. These ranges have the same oven and surface unit features embodied in the other new ranges.

The "D" line is designed for moderate budgets and these models, too, have the "Flavor Zone" oven and "Quick-Cook" surface units. These ranges have a new clock of special design, providing automatic time control of the oven. The thermometer is mounted in a new oven door panel, the thermometer mounting plate being eliminated and leaving only the indicating dial exposed. Three-pole, load-balancing switches are employed.

The "DF" line adds to the characteristic of the "D" range, a separate fuel section for burning wood or coal.—*Electrical Merchandising*, April, 1931.



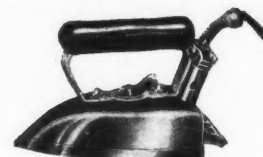
Majestic Cigar Lighter

Picking up the "Majestic" electric cigar lighter of the Joseph Hagn Company, 223 West Madison Street, Chicago, automatically lights this attractive little lighter; setting it down shuts off the current. The lighter is an attractive vidrio onyx ball and is designed for operation from 110-volt circuits. Its intended retail price is \$1.—*Electrical Merchandising*, April, 1931.

SuperMatic Automatic Iron

The Superior Electric Products Corporation, 1300-1310 South Thirteenth Street, St. Louis, Mo., is announcing a new "SuperMatic" automatic, 6-lb. iron, No. 950, which is to be retailed for \$3.95 in nickel finish and \$4.75 in chromium.

Features of this new iron are: Attached heel rest, nickel or chromium finish, cool grip, rosewood handle, bakelite regulating lever, wide heat range, large contact points of silver, stream line design and tapered point, beveled edge, and heavy, full-length No. 18 silk cord with bakelite and appliance plug to match. The iron is rated at 615 watts.—*Electrical Merchandising*, April, 1931.



Variable-mu Tube

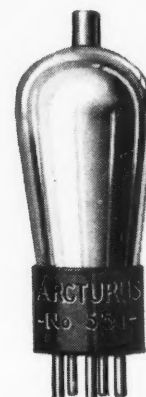
An announcement of great importance to the radio field is that of the new variable-mu tube—a screen-grid tetrode, designed to eliminate to a large extent the defects of the conventional 24-type tube, without losing any of its desirable characteristics.

This new tube, according to an announcement recently released by the Arcturus Radio Tube Company, Newark, N. J., reduces by a large factor, modulation distortion, cross-talk and associated modulation troubles encountered with the 24-type tube and permits partially or wholly dispensing with the precautions necessary to overcome these faults. Pre-selector, dual volume controls and "local-long distance" switches are rendered unnecessary, it is declared, when designing a circuit around this new tube.

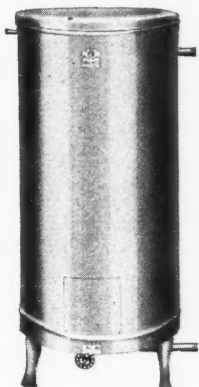
It is claimed that the variable-mu permits distortionless operation with signal input voltages approximately 25 times greater than present-day tubes will handle and extends the range of automatic and manual volume controls by this factor.

The variable-mu at this time has been offered by five tube manufacturers. The tubes are identified by two different type numbers, No. 235 and 551. They are intended for use in receivers specially built for their operation rather than to replace the screen-grid tubes now in use.

Companies announcing the new tube, in addition to the Arcturus Radio Tube Company, are: Majestic, Radio Corporation of America, Cunningham and CeCo.—*Electrical Merchandising*, April, 1931.



New Electrical Merchandise

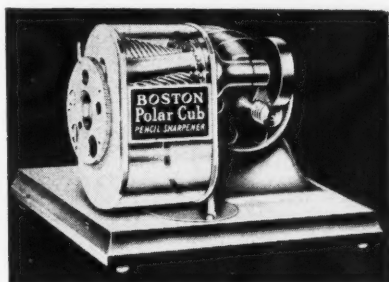


Summit Water Heaters

A new series of electric water heaters, Series C, is announced by the Summit Manufacturing Company, 1775 Broadway, New York City and American Bank Building, Davenport, Iowa, to supersede all previous "Summit" models. With the exception of Models C-3-G and C-5-G, which carry a slight increase in price compared with the previous models of the same size, there will be no advance in the price of the heaters, the manufacturer points out, in spite of the added new features. These new features include a safety pressure relief valve, flush-out drain valve and concealed heat trap.

Two new sizes are being offered—20-gal. and 53-gal. capacity—listing at \$89.50 and \$109.50. These new models are especially designed for off-peak operation. They have rating of 1,000 watts each, but may be had in 1,500 or 3,000 watt capacities at no additional cost.

Other heaters in the line are 3-gal. size, listing at \$49.50, 5-gal., \$59.50 and 12-gal., \$69.50. These models are rated at 900 watts but may be had in increased ratings of 1,200 watts at \$8 additional, 1,500 watts at \$10 extra or 3,000 watts at \$10 extra. Model C-1-F, faucet type, and C-1-N, neck type, which do not include the new features mentioned, have 3-gal. capacity, 900 watts, and are listed at \$29.50.—*Electrical Merchandising*, April, 1931.



Erasing and Pencil Sharpening Machines

Electrical tools for the modern office are now included in the "Polar Cub" line of appliances made by the A. C. Gilbert Company, New Haven, Conn.

An electric erasing machine has been designed for use by architects, draftsmen, artists and engineers. It is equipped with handle and is easily guided over straight or curved lines. Its own weight applies the right pressure and the rotating eraser completes the erasing operation. Its intended retail price is \$7.50.

The pencil sharpener is small and decorative, an accessory for the efficient, modern office. Its intended retail price is \$12.—*Electrical Merchandising*, April, 1931.

Gas-Filled 40-Watt Mazda Lamp

The popular 40-watt Mazda lamp, previously made only in the vacuum type, has been changed to incorporate the gas-filled principle.

This new lamp, announced by the General Electric Company, Nela Park, Cleveland, Ohio, as one of the most recent developments of the Mazda Research Laboratory, has been made possible through refinements in manufacturing processes and by the development of revolutionary types of lamp-making machinery. The list price, 20c. is the same as that of the former vacuum type lamp which it supersedes.

Features of the new lamp are the average of 6 per cent more light throughout its rated life of 1,000 hours; smaller and neater size, permitting use in wall brackets now using 25-watt lamps and enabling the consumer to obtain more light from existing fixtures; less blackening of the bulb; strong construction; and whiter and better quality light.

Announcement is also made by the Company of the addition of an ivory-finished lamp to the line of flame-shaped lamps which heretofore included only white and flame-tint.

At the same time announcement is also made of a price reduction in the flame-shaped lamp, effective March 1, from 40c. to 25c.—*Electrical Merchandising*, April, 1931.

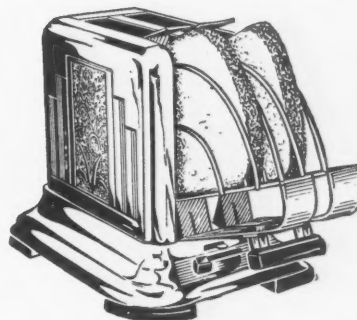
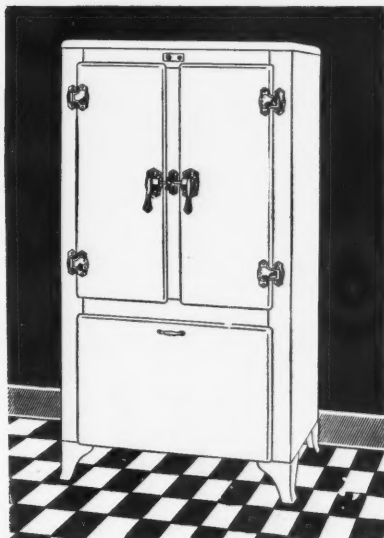
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Starr Freeze Refrigerators

Included in the 1931 line of electric refrigerators announced by the Starr Piano Company, Richmond, Ind., are single and double-door models—single door models in 5 cu.ft. and 8 cu.ft. capacities and double door models in 7.5 cu.ft. and 8 cu.ft. capacities.

Features of the new models are the spring-hinged door of the freezing compartment, affording easy access to the ice trays. Large ice cube capacity is also a feature of the refrigerators, 84 cubes being provided by the smallest model, the number of cubes being proportionately increased in the larger models. A deep pan is an optional substitute for two of the ice trays. A freezing control of from five to eight speeds is provided, the range of speeds depending upon the size of the refrigerator.

Cabinets have exterior finish of white porcelain enamel on ingot iron (vitreous porcelain on special order) and interior of vitreous porcelain on ingot iron. All hardware is chromium plated.—*Electrical Merchandising*, April, 1931.



Star-Rite Automatic Toaster

Among the several new appliances announced by the Fitzgerald Manufacturing Company, Torrington, Conn., is a new two-slice, oven-type, automatic toaster.

By simply setting a lever, bread may be toasted to taste in this new toaster. When the toast is done, the heat automatically shuts off and, by touching a handle the bread racks drop forward, placing the toast before the operator. Because of its "oven," the toaster keeps the toast hot, even when the heat is turned off. Finish of the toaster is chromium. It has engraved panels of distinctive design and carved bakelite handles, knobs and feet. The toaster is rated at 880 watts, 115 volts, and its intended retail price is \$10.—*Electrical Merchandising*, April, 1931.

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Wakefield 1,000-Watt Lighting Unit

One of the construction problems confronting the designers of the new 1,000-watt semi-indirect lighting unit of the F. W. Wakefield Brass Company, Vermilion, Ohio, was to find a type of suspension for the huge 21-in. globe which permitted easy maintenance and insured safe support. Solution of the problem was made by providing a cradle with four underlapping clasps to support the globe firmly from beneath, these clasps being quickly adjustable by thumb screws so that necessary maintenance can be accomplished in minimum time.

The technical design of the new fixture, it is announced, follows closely that of the Wakefield office lighting unit, which in the depressing year of 1930, showed a 29 per cent increase in acceptance over 1929.

Essential parts of the new unit, including canopy and fitter, are of bronze.—*Electrical Merchandising*, April, 1931.

New Electrical Merchandise



M-B Automatic French Drip Coffee Urn

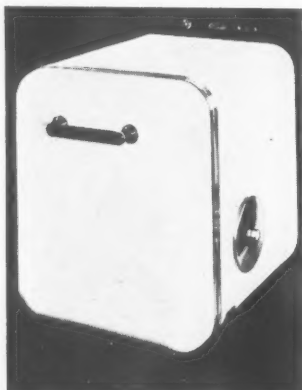
In the new "Automatic French Drip" coffee urn announced by Manning, Bowman & Company, Meriden, Conn., coffee is made in one simple operation. Cold water is poured into the lower compartment and finely ground coffee is placed in the coffee basket. An electric unit heats the water to exactly the right temperature. The water is pumped up the tube, a small quantity at a time, and drips back through the coffee grounds, the finished brew being retained in the upper compartment. The hot water passes through the coffee grounds only once. The capacity of the urn is 6 cups.

The urn is equipped with a thermostat which automatically shuts off the current and prevents damage from over heating. It is designed for use on alternating current only. The following five finishes are available, at retail prices given: Aluminum, \$13.95; copper, \$20; brass, \$20; Aranium (chromium), \$20; and pewter, \$25.—*Electrical Merchandising*, April, 1931.

Electrochef Oven

Model BO-1 is the most recent of the new "Electrochef" cooking appliances to be offered by Electromaster, Inc., Detroit, Mich. This new appliance is a domestic electric oven of large size, suitable for a variety of uses. It occupies a space of 24 in. x 18 in. x 27 in. The interior measurements are 14½ in. x 13 in. x 19 in.

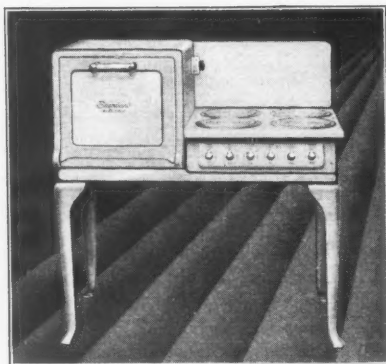
The oven is equipped with full automatic control, it is in fact, says the Company, the "Electrochef" oven mounted on a heavy steel frame. The single heating element is rated at 2,000 watts and can be wired for 110 or 220 volts. The exterior finish is porcelain enamel in white or green and the interior is heavy chromeplate.—*Electrical Merchandising*, April, 1931.



Standard Commander Range

As one of its popular-priced, standardized production models, the Standard Electric Stove Company, Toledo, Ohio, is offering its "Commander," No. 1336 range.

This new range has four open type hotplates, one of which is a super-speed plate. The oven is aluminum lined, 16 in. wide by 14 in. high by 18 in. deep, and is provided with broiler and baking units. Broiler pan and rack are furnished. The range is equipped with temperature control and clock plug for connection of the time control. Switches are reciprocating and load balancing when so ordered. Finish of the range is white porcelain with chromium trim. Hinges are concealed and the new switch panel is removable for prompt servicing of switches if necessary.—*Electrical Merchandising*, April, 1931.



Universal Washer With Pump

One of the outstanding features of the new "Universal" washer of Landers, Frary & Clark, New Britain, Conn., is its new, powerful, non-clogging pump which, it is explained, empties the water from the tub in less than two minutes, forcing it through a flexible rubber hose to the nearest tub or drain.

The machine has dome-shaped agitator, especially designed to keep the clothes in constant circulation and to prevent tangling or bunching. A six-position reversible wringer, equipped with balloon rolls, is controlled by interlocking safety levers.

Model No. E1150P is equipped with one-piece blue porcelain enameled tub; Model E1250P has a solid copper nickel-lined tub finished in blue. Capacity of the tub is 6 lb. of dry clothes. Legs and frame of both models are finished in contrasting blue. An ironer attachment may be had as optional equipment.—*Electrical Merchandising*, April, 1931.



Apex Washers

Three new "Apex" washers have recently made their appearance on the market. One of the new models is the S-3 wringerless washer with centrifugal dryer, another is the No. 30 wringer-type washer and the third is the portable machine. The intended retail price of the S-3 is \$165; the 30 is \$99.50 and the portable, \$49.50.

The S-3 and 30 are standard size washers. One of the outstanding features of the machines is the "Apex" double washer, built on the same principle as the propellers that drive the great ocean liners. No mechanical device, the company explains in introducing its new washers, has been found to create greater force and agitation in water. The double dasher also converts the washers into double duty machines.



By filling the tub to the "Family" line, the dasher develops its full strength for the general washing; filled to the "Silk" line, the agitation is considerably reduced.

Features of the S-3 are the automatic sterilizing rinse, driving scalding hot, warm or cold water through the clothes while the extractor is revolving and also filling the tub without extra hose; the steel jacket protecting the inner tub on the thermos-bottle

principle; the single control automatic starting switch which starts motor "idling" before full load is applied; sterilizing rinse hose, equipped with adapter, for use on plain or threaded faucet; extractor safety lever which cannot be operated if cover drain board is open; drain hose with swivel goose neck; pump control handle; and extractor basket. Apex Electrical Mfg. Company, Cleveland, Ohio.—*Electrical Merchandising*, April, 1931.



New Electrical Merchandise

Improved Electrochef Range

Several improvements and conveniences have been incorporated into the "Electrochef" range, according to an announcement from the manufacturer, Electromaster, Inc., 1803 East Atwater Street, Detroit, Mich.

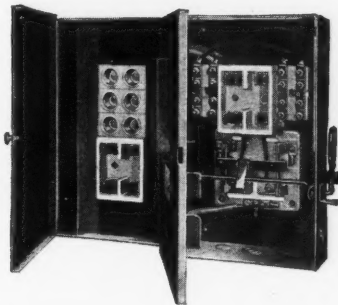
A new oven temperature control, simple and rugged, is employed. The temperature is regulated by a radio type bakelite dial located in the backplate above the oven. Any temperature from 250 deg. F. to 600 deg. F. may be accurately maintained.

Another new feature is the shelf, approximately 4 in. wide, which has been added to the free side of the cooking table as standard. A smokeless broiler pan has been made a part of the oven equipment.

The policy of the manufacturer remains unchanged, it is announced, in that one standard model of range only is offered. The improved model is now in production and will be designated as "B-1." It is offered at no advance in price and, as heretofore, is available in white or green.—*Electrical Merchandising*, April, 1931.

Servel Commercial Refrigerators

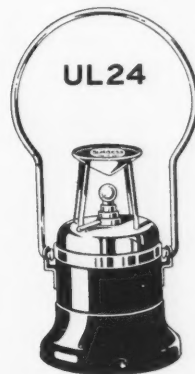
From three bases and three compressors, fifteen models of commercial refrigerators are made available, announces Servel Sales, Inc., Evansville, Ind. The coils are interchangeable. All models may be either air-cooled or water-cooled and the cooling method of any of the machines may be changed by a simple exchange of parts. Capacities of this commercial line range from 130 lb. to 1,540 lb. of ice melting effect per 24 hours.—*Electrical Merchandising*, April, 1931.



Combination Lighting and Range Service Unit

The American Electric Switch Corporation, Minerva, Ohio, has developed a combination lighting and range service unit, designed to use standard 60-amp., 3-wire 125/250 volt meter test type switch directly connected to a surface type panel, constructed with three 3-wire lighting circuits and one 60-amp., 3-wire heating circuit. Or, this branch circuit attachment may be connected as six 2-wire lighting circuits and one 3-wire heating circuit.

One of the features of the unit, the manufacturer points out, is that it comes fully connected, including six wire flexible meter loops for watt-hour meter, and all connections between the service switch and load side panel. It is necessary for the contractor only to connect his line into the unit and his circuits out. Ample provision is made in the top of the unit so that the circuits and range cable can leave through the top therefore making an attractive installation.—*Electrical Merchandising*, April, 1931.



Burgess Hand Lantern

Customers who like out-of-door activities—fishing, hunting, camping, touring, boating—will be interested in two of the new electric hand lanterns introduced by the Burgess Battery Company, Harris Trust Building, Chicago.

UL24, the utility lantern, illustrated, is made of heavy-gage steel, finished in red lacquer and has chromium alloy reflectors. It employs four standard No. 2 Uni-cells and No. 26 Mazda lamp. Base has extra lamp receptacle.

The general purpose lantern, GL25 has body of polished heavy paneled aluminum with folding rattan handle. It is of weatherproof construction. Employs 1842 lantern battery and No. 27 Mazda lamp.—*Electrical Merchandising*, April, 1931.

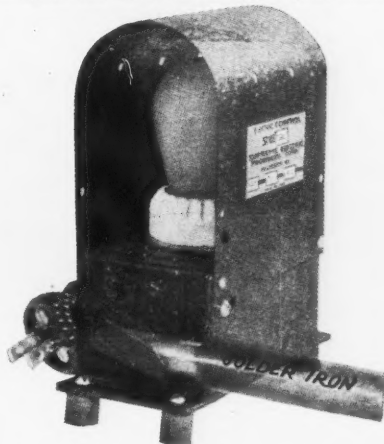
Hammond Gregory Clock

The "Gregory" model calendar clock of the Hammond Clock Company, 1915 North Western Avenue, Chicago, is now available in walnut-colored case, in addition to the standard model of black bakelite with silver dial. The new walnut case is also bakelite and the dial is light buff color to harmonize with it. The retail price of the "Gregory" is \$12.50.—*Electrical Merchandising*, April, 1931.

Automatic Soldering Iron Control

Maintaining constantly proper soldering temperature on the tip of the iron, the new automatic soldering iron control of the Supreme Electric Products Corporation, 88 Manhattan Street, Rochester, N. Y., is designed to prevent overheating of the iron, frequent renewal of elements and tips.

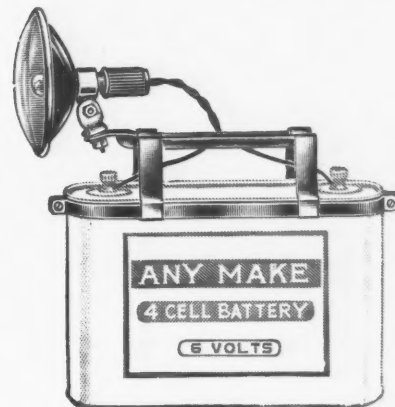
A pilot light, incorporated in the control, burns when the current is on. When the tip of the iron is hot, the thermostat cuts in series resistance, reducing voltage on the iron, it is explained, 20 to 25 per cent below normal.—*Electrical Merchandising*, April, 1931.



Delta Searchlight Attachment

Furnished complete, ready to attach to any "Hotshot" type of 6-volt battery is a new "Delta Hotshot" searchlight attachment, offered by the Delta Electric Company, Marion, Ind.

The searchlight has 4 1/2-in. diam. head, with adjustable focus, throwing a beam of light many hundreds of feet. The reflector head may be turned in any position, including straight up. A National Mazda No. 88, 6-volt, 15-cp. bulb is employed. The attachment is fitted with handle, molded to fit the hand and is equipped with switch located at rear of reflector. The intended retail price of the searchlight attachment is \$2.—*Electrical Merchandising*, April, 1931.



Hamilton Beach Small Cleaner

A small hand cleaner with its own set of blowing and suction attachments is now available. It is a product of Hamilton Beach Manufacturing Company, Racine, Wis. The attachments assist in the cleaning of hard-to-get-at places including seams, joinings and crevices of upholstered furniture. One of the special uses for the cleaner is that of moth destroying, for which "Expello," a powerful moth destroyer is employed with the spraying attachment.

The cleaner, although equipped with large bag, weighs but 4 1/2 lb. Its intended retail price is \$13.50. The set of attachments, including the 40c. can of "Expello," is \$3 extra.—*Electrical Merchandising*, April, 1931.



H & H Fan Hanger Outlet

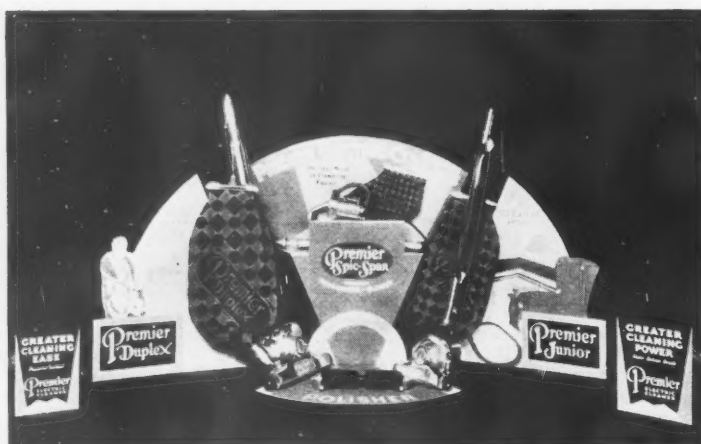
Hart & Hegeman Division of the Arrow-Hart & Hegeman Electric Company, Hartford, Conn., is bringing out a new fan hanger outlet that may be had for stud or clamp mounting. The box fits in a standard 4-in. square outlet box. A feature is the four-point suspension, capable of supporting a weight many times greater than that of the fan. Attractiveness is contributed by the bakelite receptacle, with finding grooves to guide the plug prongs into the double-contact jaws, and a brass plate. No. 7751 is intended for stud mounting; No. 7750 for clamp mounting.—*Electrical Merchandising*, April, 1931.

Dealer Helps from the Manufacturer



Left. Because customers like to shop where merchandise is easy to inspect and because salespeople like to sell merchandise that is attractively displayed, the Swartsbaugh Manufacturing Company, Toledo, Ohio, has designed the "Everhot" appliance display stand pictured.

The stand or "silent demonstrator" is 48 in. high and is lacquered in two colors. It is given free with the first order for twelve assorted "Everhot" appliances. The Company also offers an attractive five-piece window display for "Everhot" cookers.

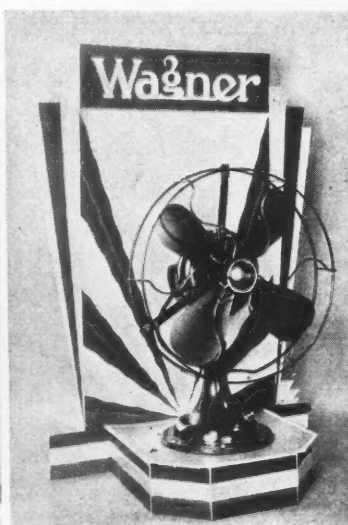


Above. Easily adaptable to large or small windows is this new window display set offered by the Premier Vacuum Cleaner Company, Cleveland, Ohio. The entire set of five pieces may be used in large windows, where space permits, or the center panel and perhaps small cards, in small windows. The display is prepared in seven colors—purple, cream, orange, green and black predominating, in durable oil paints. It affords a background for the display of the three "Premier" cleaners, the "Duplex," "Junior" and "Spic-Span."



Above. Of life-size proportions and featuring the famous AutoMatic listening test, is this new cut-out, attractively colored, offered Automatic dealers by the Automatic Washer Company, Newton, Iowa.

Right. Modern homes want modern equipment, therefore the 8-in. modernistic Oscillator and the Oscillating Art Fan shown in this 1508 window display offered by Robbins & Myers Sales, Inc., Springfield, Ohio. The display is 22½ in. wide and 33 in. high and is intended for the display of fans in actual motion.



Left. Proportioned for the display of a 10-in. fan is this new, modernistic background prepared by the Wagner Electric Corporation, 6400 Plymouth Avenue, St. Louis, Mo. The colors of this attractive display are black, silver, apple green and a touch of cerise. The display consists of two parts that fit together in a simple manner—the vertical section, supported by an easel, and the "stage."

LIGHT

INCORPORATED

Model store to demonstrate all types of good lighting opened at G. E. Lighting Institute



SHOW WINDOWS

One of the windows (right in the photo above) uses 1,800 watts in Pittsburgh reflectors. Illumination intensity far beyond standard practice. Note also opal glass panels, which can be lighted in any desired colors. The left hand window, lighted with four louvered X-Ray reflectors, each with 300-watt lamp, gives a lesser intensity of illumination.



INTERIOR

The spotlighted platform at rear makes featured merchandise inescapable to the customer. Varying intensities of illumination in the showcases attract the customer's eyes and guide him along any determined "Shopping Route." "LIGHT, INC" a demonstration medium, combines certain distinguishing features of several different types of merchandising establishments, and shows the part that good lighting can play in each of those types. 140 foot candles of illumination are directed onto the counter tops, and 80 footcandles into the center of the store.



WALL CASES

A close-up view of the lighted wall cases and Colorama at upper sides of interior. High intensity lighting, plus effective display, show what can be done to transform what would otherwise be bare and useless wall space into effective display space.





15 years
3 years

YEAR

Now a 3



*of research
in the home •*

GUARANTEE

**AND LOWER PRICES
PLUS NEW REFINEMENTS**

● You know the brilliant General Electric performance record, without a parallel in the industry. You know the prestige of the General Electric name. You know the sales power of the distinctive Monitor Top.

● And now at the height of General Electric success comes the added leverage of an unsurpassed 3-Year Guarantee, together with new refinements and price reductions, including terms that begin as low as \$10 down!

● Thousands will be finally convinced by this 3-Year Guarantee, that General Electric is the wisest buy. Thousands whose first choice has always been General Electric, will

HELPING SALES

52 Monitor Top Conventions have been aiding General Electric sales organizations to cash in on product advantages, advertising and other sales helps for 1931.

be able to buy at once, due to low terms and price reductions. Now both the purchase and ownership of a General Electric Refrigerator bring irresistible new economies. Never has real, immediate, definite buying-urge been concentrated as in this latest General Electric sales story—attractive price reductions, lowest terms and new refinements, combined with a 3-Year Guarantee backed by General Electric.

● The sales *stay sold*. Your profit stays in the bank. Good will piles up. Freedom from upkeep cost—guaranteed to every new owner—means freedom from grief and risk for General Electric dealers!

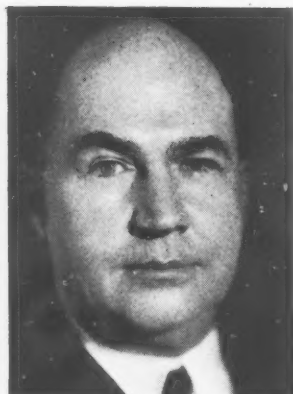
General Electric Company, Electric Refrigeration Department, Section DE4, Hanna Building, 1400 Euclid Ave., Cleveland, Ohio

Join us in the General Electric Program, broadcast every Saturday evening, on a nation-wide N. B. C. Network.

GENERAL  **ELECTRIC**
ALL STEEL REFRIGERATOR

Domestic, Apartment House, and Commercial Refrigerators—Electric Water Coolers and Milk Coolers

Electrical Men in the Month's News



CURTICE

Managing director of the National Gas Appliance Manufacturers Association, Leon H. Curtice now becomes director of Sectional activities for the Range, Heating Appliance and Water Heater Sections of N.E.L.A.



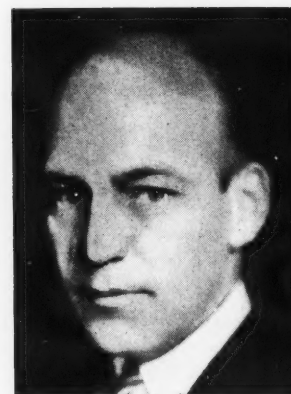
ACKERMAN

Long connected with utility work, George E. Ackerman goes to the Conlon Corporation, washer manufacturers, as assistant to the president in charge of utility sales.



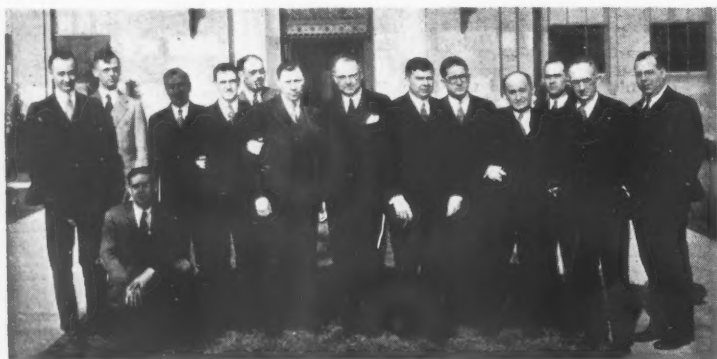
McKINLEY

With the Duquesne Light Company, Pittsburgh since 1903 as one of their first power salesmen, Joseph McKinley succeeds George E. Whitwell as vice-president in charge of sales and service of the Philadelphia Company.



WHITWELL

Former aviator, engineer, professor, George E. Whitwell has announced his resignation from the vice-presidency of the Philadelphia Company to accept a position as vice-president in charge of sales for the Philadelphia Electric Company.



Preparatory to another "Refrigeration Jubilee", eleven executives of the Associated Gas & Electric Company headed by E. M. Fast, head of merchandising operations and A. E. Ward, campaign manager, were guests of the Kelvinator Corporation recently. This group of power men, under the guidance of Campbell Wood, Kelvinator director of utilities, and R. I. Petrie, Kelvinator regional director, visited with President G. W. Mason, vice-president H. W. Burritt, sales manager J. S. Sayre, sales promotion manager Vance C. Woodcox, advertising director A. M. Taylor, commercial manager J. S. Fernald.

Whitwell Goes to Philadelphia Electric Succeeded at Pittsburgh by McKinley

George E. Whitwell, formerly vice-president in charge of sales and service of the Philadelphia Company and subsidiary corporations, has accepted a position with the Philadelphia Electric Company, Philadelphia, as vice-president in charge of sales, as of April 1. He is succeeded at the Philadelphia Company by Joseph McKinley, former manager of the wholesale sales and service department of the Duquesne Light Company and the Equitable Gas Company.

A graduate of M. I. T., aviator during the war, consulting engineer, professor and inventor of a back-run carburetted water gas process, Mr. Whitwell's life has been spent close to utility management and problems. From the Tacoma Gas Company he went in 1926 to Pittsburgh as general manager of the Equitable Gas Company later being appointed general

Woodrow Vice-President of Automatic Washer

At the annual Directors meeting of the Automatic Washer Company, February 24th, Ivan F. Woodrow was elected to the office of vice-president, the appointment becoming effective at once. Mr. Woodrow is perhaps one of the youngest old men of the washing machine industry, having joined the Automatic Company in 1912. Three years later he resigned to help organize the Woodrow Washing Machine Company, serving as vice-president and a member of the board of directors until 1926, when he returned to the Automatic Washer Company.

sales manager of the Philadelphia Company and vice-president.

A graduate electrical engineer, Mr. McKinley has been employed by the Duquesne Light Company since 1903 when he was their first power salesman. He later served as manager of power sales, general contracting agent and manager of wholesale sales and service.

C & S Move Merchandise Dept. to New York

L. R. Parker in Charge

On February first, the headquarters of the Merchandise Department of Commonwealth and Southern Corporation were moved from Jackson to New York. L. R. Parker, in charge of the Department, and R. S. Bell, assistant to Mr. Parker, have moved their offices to the new headquarters. George Longwell, also assistant to Mr. Parker, has been transferred to the Ohio Edison Company with headquarters in Akron.

W. T. Anderson and Howard Sadler remain in Jackson, having been transferred to the Consumers Power Company.

Ackerman to Head Utility Sales for Conlon

Conlon Corporation, manufacturers of washers, ironers, announce the appointment of George E. Ackerman as assistant to the president in charge of public utility sales.

Mr. Ackerman comes to the Conlon Corporation with extensive experience in public utility sales work.

Howard H. Davis, who has been with the Ohio Edison Company and later the Commonwealth and Southern Corporation in Akron, has come to Jackson to supervise the merchandising activities of the Commonwealth and Southern companies in Pennsylvania, Ohio, Indiana, Illinois, and Michigan, under Mr. Parker's direction.



At the recent convention of General Electric refrigerator "Toppers" or star salesmen, this well-known sextet of West Coasters who have done real merchandising jobs, stood out. They're pretty good "Toppers," themselves. Left-right: H. H. "Kelly" Courtright, Fresno, F. M. Rowles and Ray Bennett of San Francisco, Harold Laidley, Portland, George Belsey, Los Angeles, George T. Bauder, San Diego.

refrigeration

IDAHO COUNTS DEALER SALES

A FEATURE of our 1930 sales program put in practice for the first time last year" says L. W. Brainerd, sales manager of the Idaho Power Company, "was the matter of setting our quota of ranges to show all ranges sold in the territory, including our own stores and dealers. In past years, urging our own organization to reach a definite range quota, irrespective of dealers, resulted in many cases in competition. During 1930 dealers on our lines sold 358 electric ranges. These sales were appreciated by our own organization, as credit was given on quota accomplishment on the same basis as for ranges sold through our own stores. In actual practice it was found that on this basis our activities helped the dealers to make sales and their efforts helped us, so that business was stimulated for both and the net result was a higher development than would otherwise have been possible.

"The excellent result secured by the application of this quota and sales accounting method has led us to establish the same arrangement in regard to refrigerator sales for the year 1931."

The company's announced quotas for 1931 include 3,740 ranges and 1,450 refrigerators, including dealer sales.

5000 WOMEN

EVEN standing room was at a premium at the cooking school recently held at Lexington, Ky., and at which Stratton & Terstegge, Kentucky

Kelvinator distributor, exhibited a D-11 Kelvinator. No event, in a long time, made more friends for Kelvinator, the distributor reports, the school being attended by not less than 5,000 women from the homes of Lexington. The school was put on by the De Both Home Maker's School, was managed by Margaret King. The Kelvinator was repeatedly demonstrated by Miss King during the course of the lecture, literature distributed.

NORGE PLAN

ADEQUATE financing of refrigerator sales has always been one of the problems of the small refrigerator dealer. To the situation Norge Corporation, Detroit's subsidiary of Borg-Warner Corporation, has brought a plan. In its essence it relieves dealers of the responsibility of financing refrigerator sales: Instead of the dealer selling their paper direct to a finance company, the plan contemplates Norge distributors entering into a contract with the financing company, assuming a limited contingent liability of 5 per cent of the volume of paper purchased from dealers. Pointed out has been the fact that under the new arrangement the distributor has complete control of the amount of credit extended to his dealers by the finance company.

Details of the plan are to be given to Norge distributors, dealers at a series of regional conventions taking place this month all over the country. At most of the conferences will be H. E. Blood, president, general manager, J. H. Knapp, vice-president director of sales, G. O. O'Hara, sales manager.



For the second consecutive year having sold more G.E. refrigerators than any other U. S. salesman, Albert Matsinger, Judson C. Burns Company, Philadelphia, feels justified in posing for the camera-man at the Toppers' Convention

COIN SLOT REFRIGERATOR

For the modern house-wife it would seem a far cry to the days of the gas meter when a quarter was required to replenish periodically the failing supply of gas. But with the slot machine vendor a common sight in stores, public places for cigarettes, candy, groceries, there must be some instinct for buying commodities, services, via the coin-slot route that is not easily eradicable.

Latest service provided the housewife is "metered refrigeration." Accustomed in earlier days to paying the ice-man 15 or 25 cents for a piece of ice she may now have an electric refrigerator in her home on a leased basis, from which she may buy refrigeration, ice as she needs it. Developed by the Automatic Refrigeration Company, Chicago, the refrigerator is provided with a coin mechanism, operated by an electric motor, which when filled with nine quarters will give service for fifteen days; a single quarter gives service for 40 hours. A larger type gives service for 30 hours.

Capital being required to cover original production cost, distributors sell stock at \$25 a share install one refrigerator for every \$225 collected. Important, too, in the development of the business is the fact that the customers, without any down payments, may buy the machines outright on a payment plan providing for insertion of quarters of a given period. On a purchase plan the refrigerator is set to give 25 hours refrigeration.



"Ours makes ninety-six cubes."
—Courtesy New Yorker.



... I hear
so much about
PRESSURE
CLEANSING
What is it?

Dealer: It's an integral part of your washing, madam. You soak your clothes and some of the soil dissolves. You slush them in your machine and most of the rest of the soil is dislodged. But for clean-ness' sake, this water and dislodged soil must be squeezed out of the fabric, otherwise you are wasting part of your effort.

The Lady: I don't know about that. I'm very particular about rinsing. I take my clothes, particularly the white things, through four waters; and I think they look pretty clean.

Dealer: No doubt of it, madam. They are pretty clean! And, therefore, pressure cleansing will be of more interest to you than to the ordinary individual: for the better the first two operations, the more you can accomplish in whiteness and cleanliness through the gentle, but powerful pressure exerted by Lovell Pressure Cleanser.

The Lady: It looks like a wringer to me.

Dealer: It is a wringer, a super-wringer. But a wringer that accomplishes more for you than your grandmother ever dreamed a wringer could. The Lovell Pressure Cleanser is the final achievement of modern washing methods. It sets a new standard for cleanliness in clothes, squeezing out as it does the final particles of soil and soap loosened in the washing.

The Lady: That sounds reasonable. After your explanation, I like the name, too: Lovell Pressure Cleanser.



Lovell Mfg. Co.
Erie, Pa.

THE BETTER THE WRINGER THE WHITER THE WASH

LOVELL

AND PRESSURE IS NEEDED TO

